

# LIFE

**COLOR: THE MOSCOW FAIR**  
**NIXON ON THE STUMP IN RUSSIA**

**FAR OUT AND WAY UP:  
FAD FOR SPORT PARACHUTING**



**MES. MIKOVAN, NIXON  
KHRUSHCHEV AND KOZLOV**

**AUGUST 10, 1959**



The eatingest youngsters  
just happen to eat **Post Sugar Crisp**

For breakfast it's dandy—for snacks  
it's so handy. The darling of the eating set. Plump puffs  
of muscle-building wheat, sparkled with sugar 'n' honey.  
Solid with nourishment.



All Post cereals happen to be  just a little bit better!



# Philco Quality makes the bargain...



## See...Touch...Compare!

Before you buy, look for the red Philco Quality Comparison Purse on every '59 Philco refrigerator. It shows you how to compare, quickly and easily, in the store. When you compare, you'll see for yourself that nothing beats Philco's outstanding quality!

### COME IN—COMPARE—AND GET YOUR SPECIAL ICE TRAY BARGAIN!

THIS COUPON IS WORTH \$1.46

When you present this coupon to your nearest participating Philco dealer, you'll be able to buy the \$2.25 "Easy-Out" Ice Cube Tray for only 79¢!

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY & STATE \_\_\_\_\_

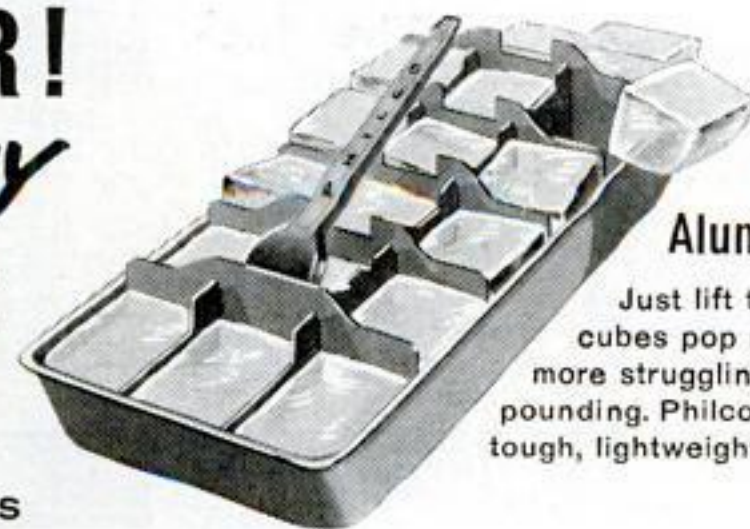
PRESENT REFRIGERATOR: AGE \_\_\_\_\_ YRS SIZE \_\_\_\_\_ CU. FT.

### 20<sup>TH</sup> ANNIVERSARY OFFER!

### "EASY-OUT" TRI-CUBE ICE TRAY

**\$2.25** *NOW ONLY* **79¢**  
VALUE

Limited time only at participating Philco dealers to celebrate 20 years of Philco quality refrigerators.



All Aluminum!

Just lift the lever and cubes pop right out! No more struggling, soaking or pounding. Philco tray made of tough, lightweight aluminum.

# PHILCO

QUALITY FIRST!

This One



T9LG-FJ9-54KB

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## Nixon impact on Russians 22



TRIM PAT NIXON WITH WIVES OF RUSSIAN BIGWIGS

Our big story this week tells of the impact of Mr. and Mrs. Nixon on Russia. Our cover of Pat (above) with Mmes. Mikoyan, Khrushchev and Kozlov makes a remarkable social comment on differences in dress and grooming, yet shows how seemingly friendly they can be in the midst of diversity.

## Metropolis on the remake 56

As New York is reshaped by a great building boom, color photographs convey the nostalgia of brownstone derelicts, the sharp, skeletal beauty of steel frames and giant cranes.



DEMOLITION UNDERWAY

## New kind of generation 91

With the talk of beat teenagers one might despair for the future, but pictures of industrious youngsters show the generation coming up may be The Successful Generation.



SAVVY SALESMAN

## Loftiest sport yet

Anyone who's been up in skyscrapers has probably wondered how it feels to fall. Parachutists think it feels fine—so fine they've made a rousing new sport out of "free-falling."



SMILE AFTER FALLING

### COVER

While their husbands confer on East-West issues, Mmes. Mikoyan, Nixon, Khrushchev and Kozlov get acquainted on the grounds of Khrushchev's country estate near Moscow (see pp. 22-35)

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It's the first rinse that won't quickly rinse off . . . won't rub off . . . won't stain. Developed by Du Barry research to pass the tough water test for a hair coloring rinse, Color Glo stays true to you, shampoo after shampoo after shampoo! See how Color Glo foams new, lively, lasting color into hair that's going gray . . . fading . . . dulling . . . or just plain humdrum! Brighten the life of your hair with long-lasting Color Glo after your very next shampoo!

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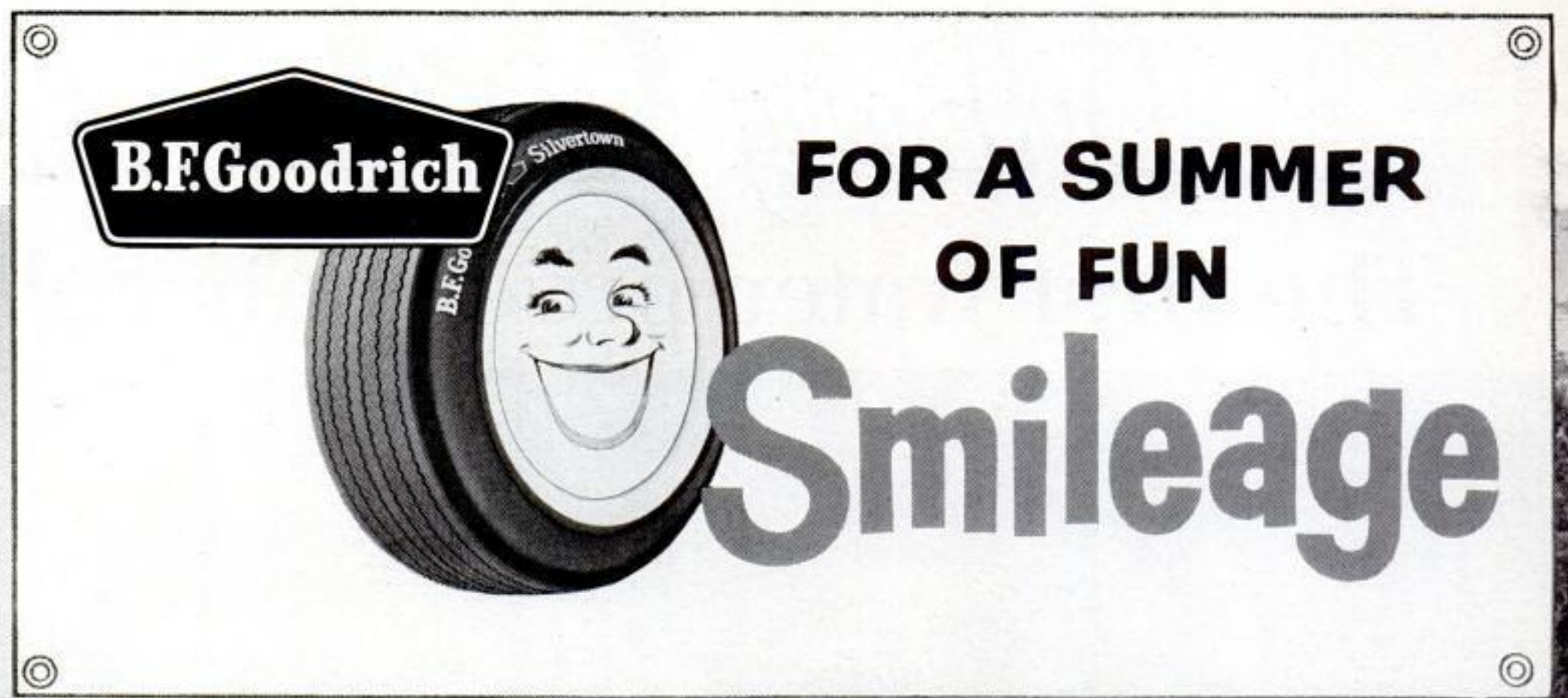


\*Of course, if you have used Quick Home Permanent, your curls will stay in whether you wear a swim cap or not!

COLOR GLO... another Beauty First by Du Barry



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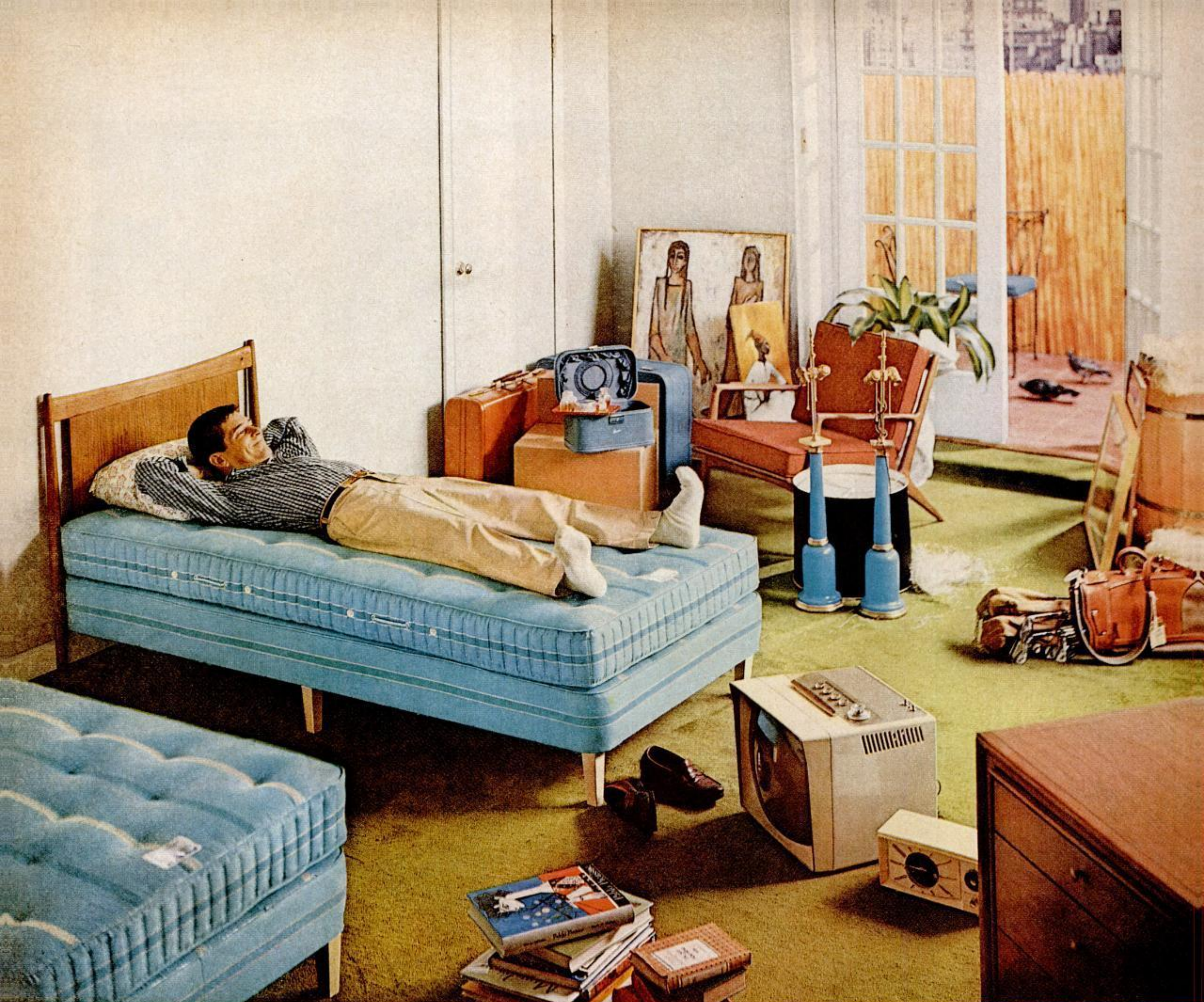
The Calvert dwindles in your glass, the hours slip happily by. The evening is sunlit with the smile you've looked for, warmed by a word, made memorable forever. Calvert is

blended to bring you the best in whiskey. It combines easy-going taste, full strength. Try Calvert Reserve very soon. You'll find this is whiskey with far more power to please!

## Calvert Reserve







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*Another story of the mattress where **comfort begins and backache ends***

What a day *this* has been! All moved in and all tuckered out. Put a pot of coffee on the stove, Mabel, while I figure out what goes where. And right now I know where I go. Smack on top of good old Beautyrest. I can feel it now, so s-o-o-o-thing. This is it. This is the place where comfort begins and backache ends. Mine all mine.

More people sleep on Beautyrest® than on any mattress because—

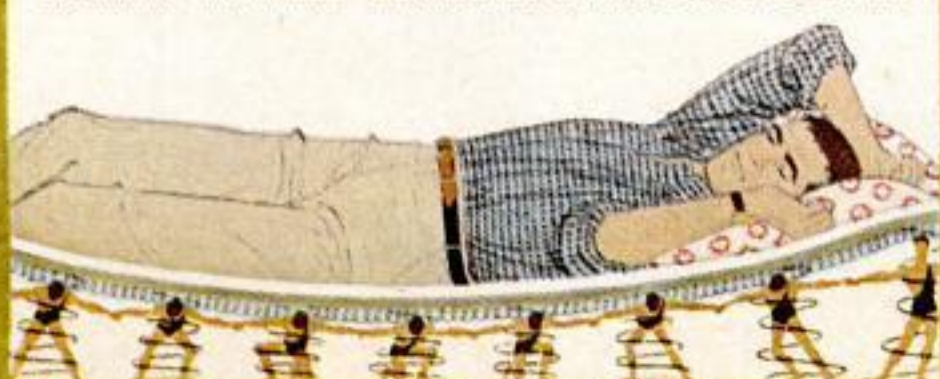
It's the only mattress with separate back-supporting springs that push up-up-up in the small of your back. In other mattresses, the curve of your

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Single-bed comfort in a double bed! Because each spring is separate, the heaviest husband cannot disturb his wife's rest when he turns in his sleep. No rolling together. Beautyrest will never, never sag.

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ORDINARY MATTRESS—CONNECTED SPRINGS SAG TOGETHER



BEAUTYREST—SEPARATE SPRINGS PUSH UP, CAN'T SAG



**BEAUTYREST**  
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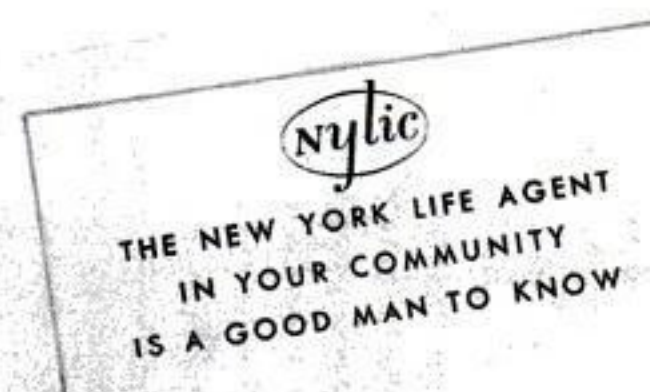
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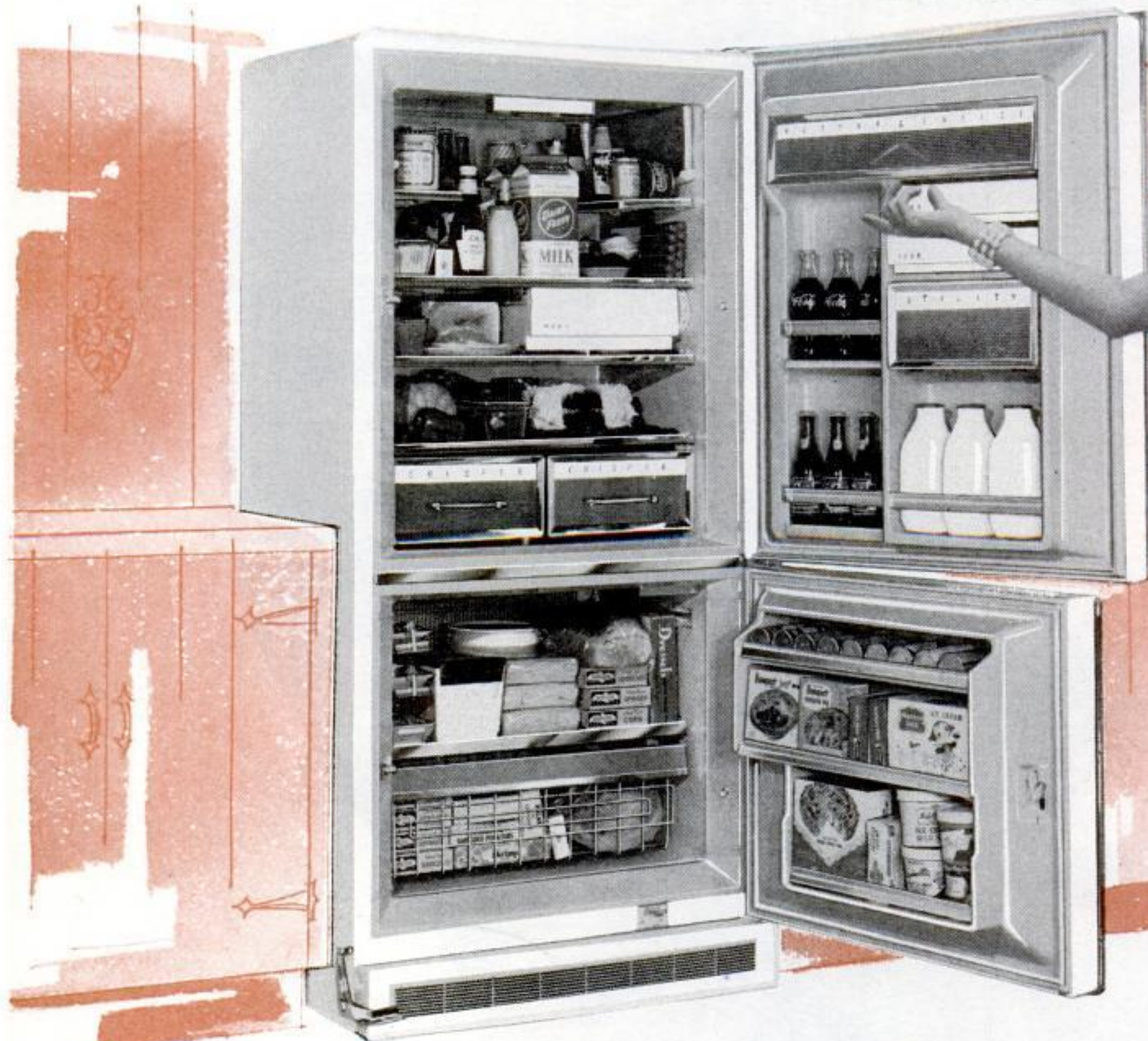
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"I compared the quality... the styling ...  
... then the price ...  
that's when I chose **ZENITH**



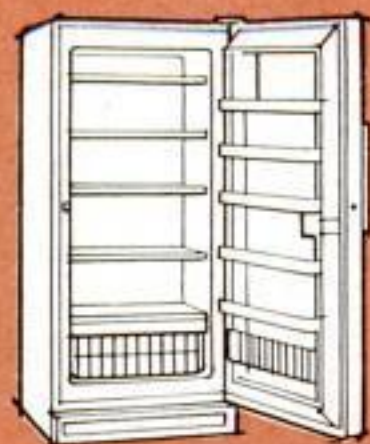
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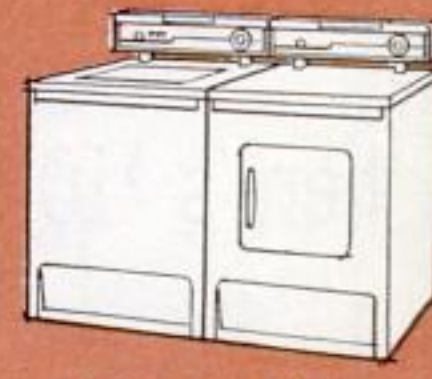
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with Shakespeare in  
every English-speak-  
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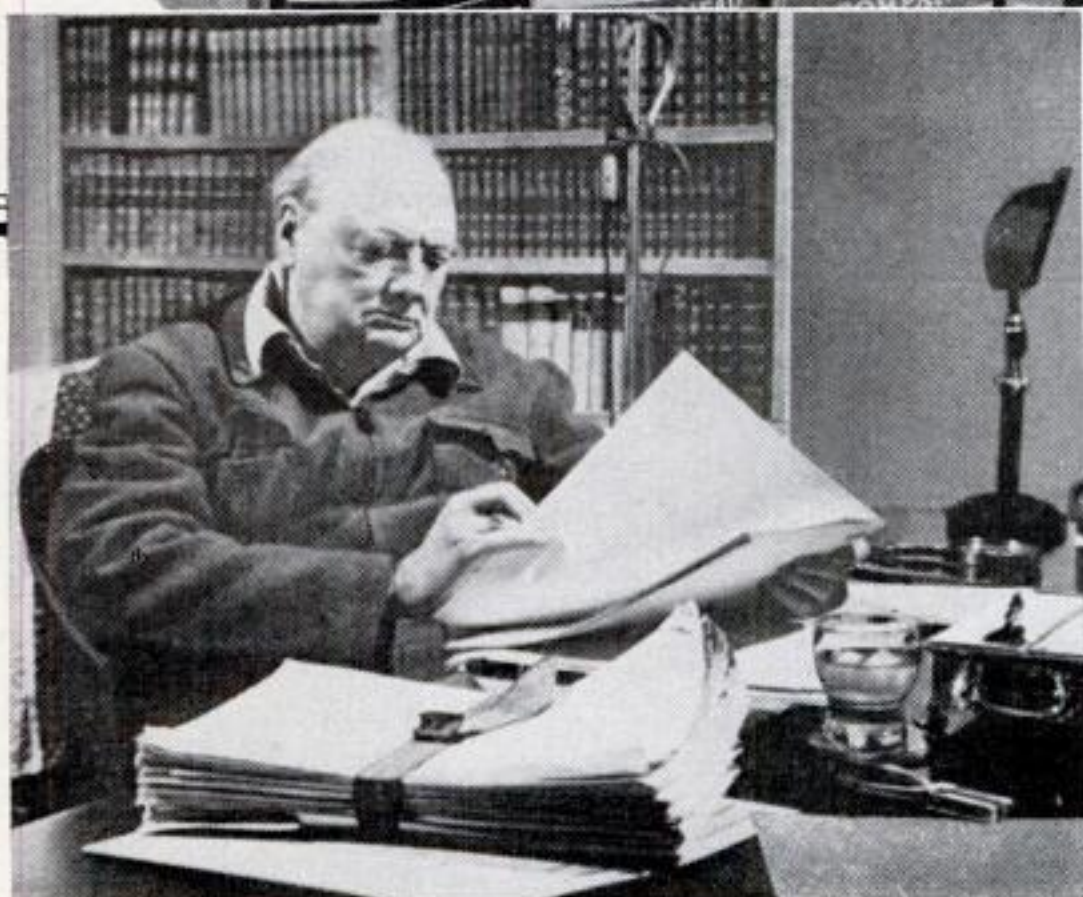
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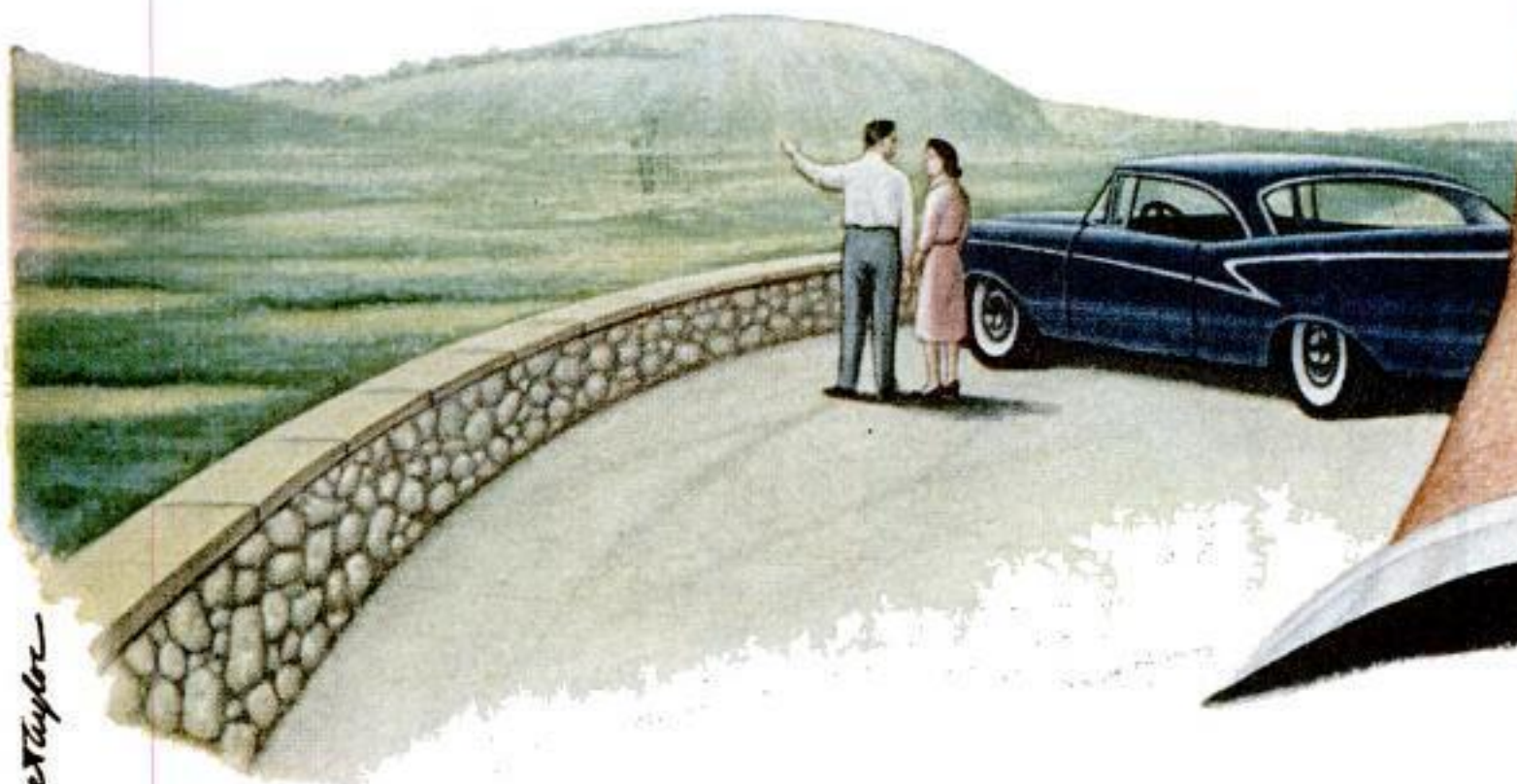


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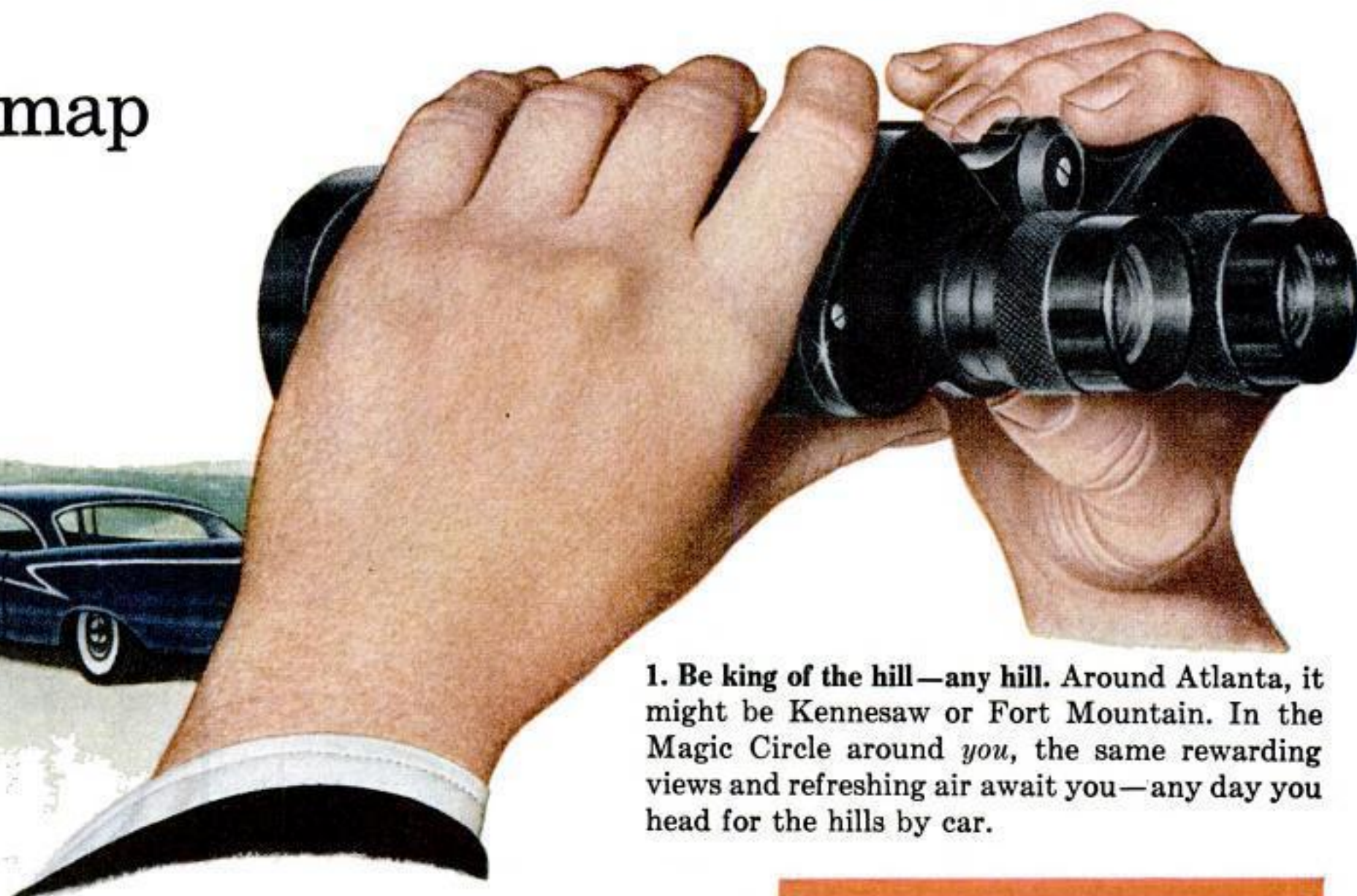
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Richard D. Taylor

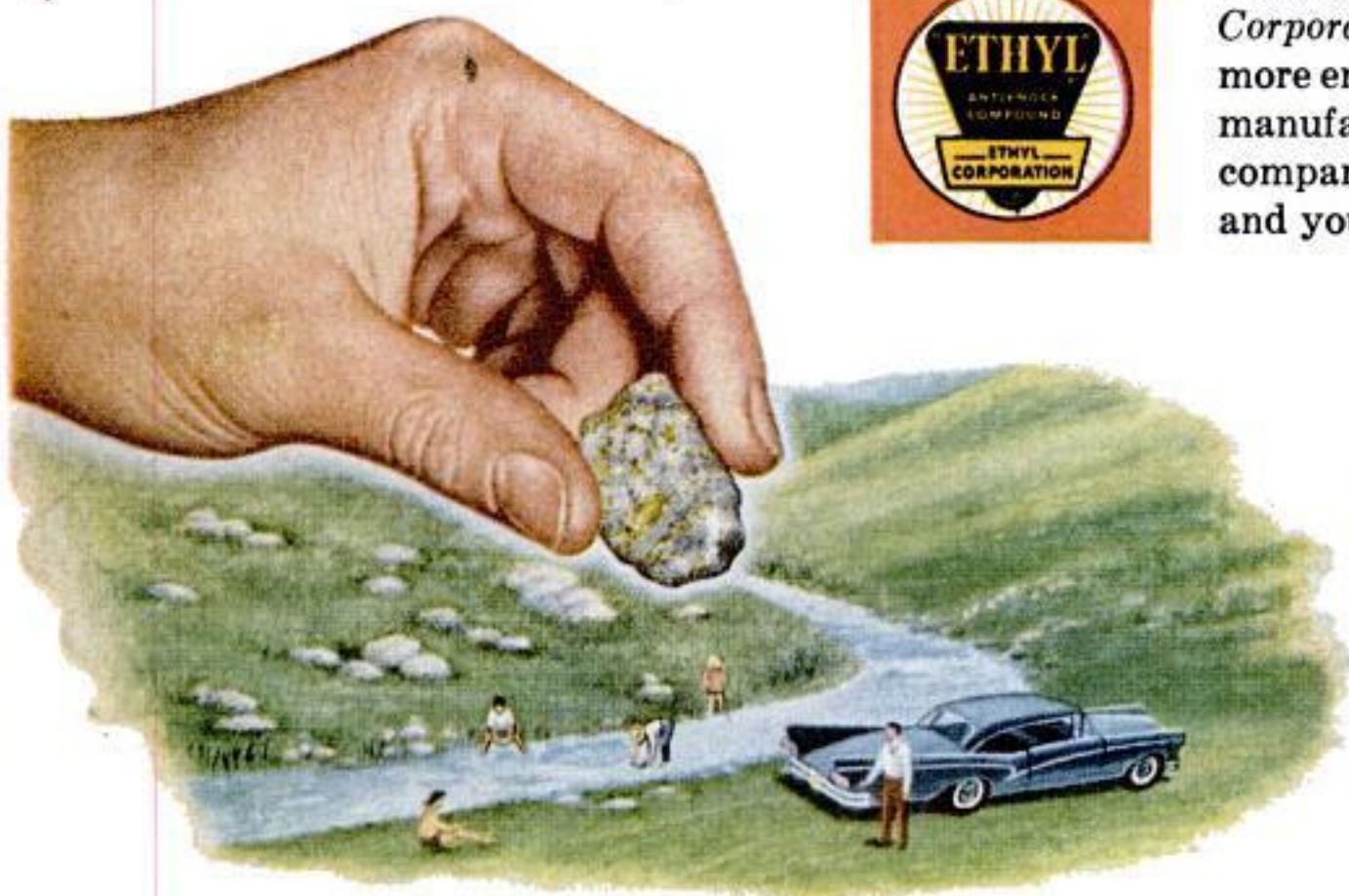


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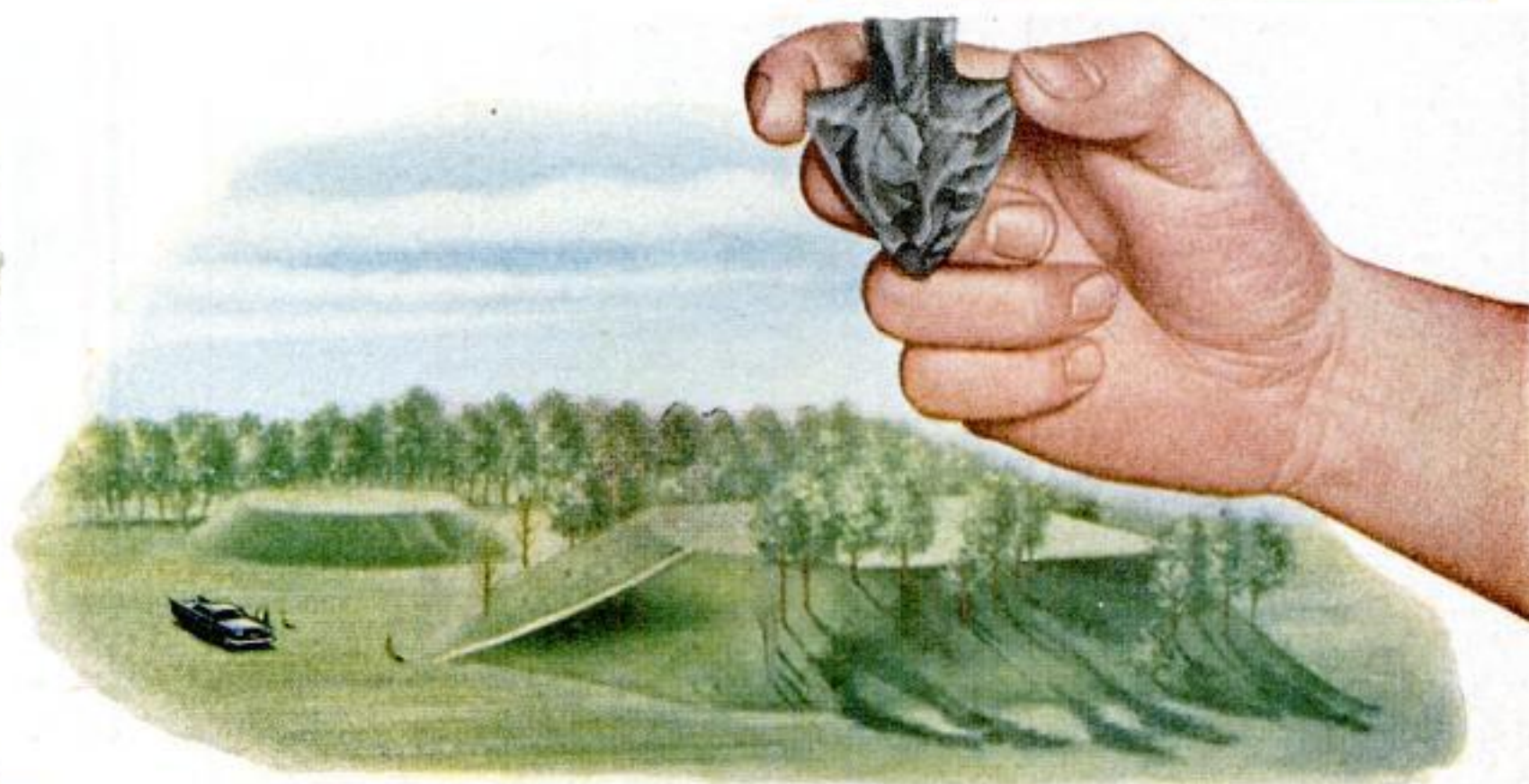
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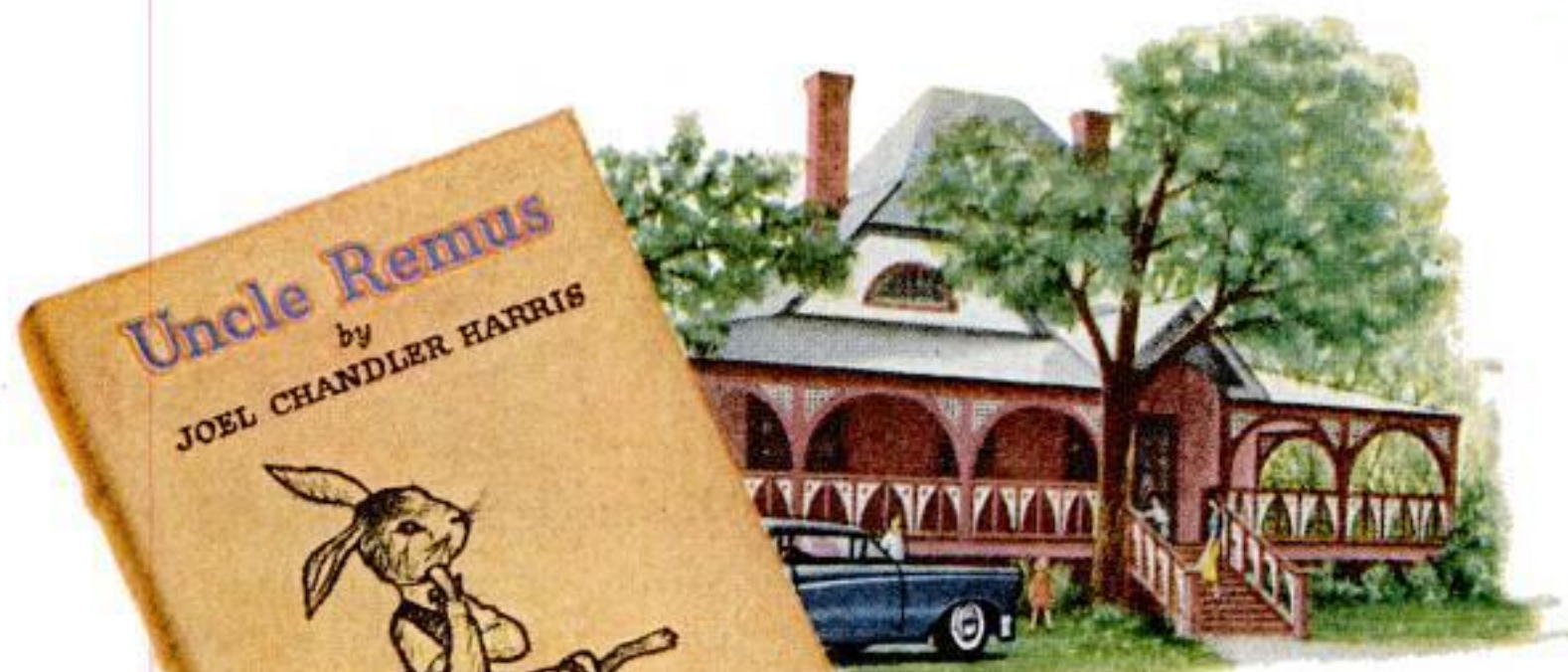
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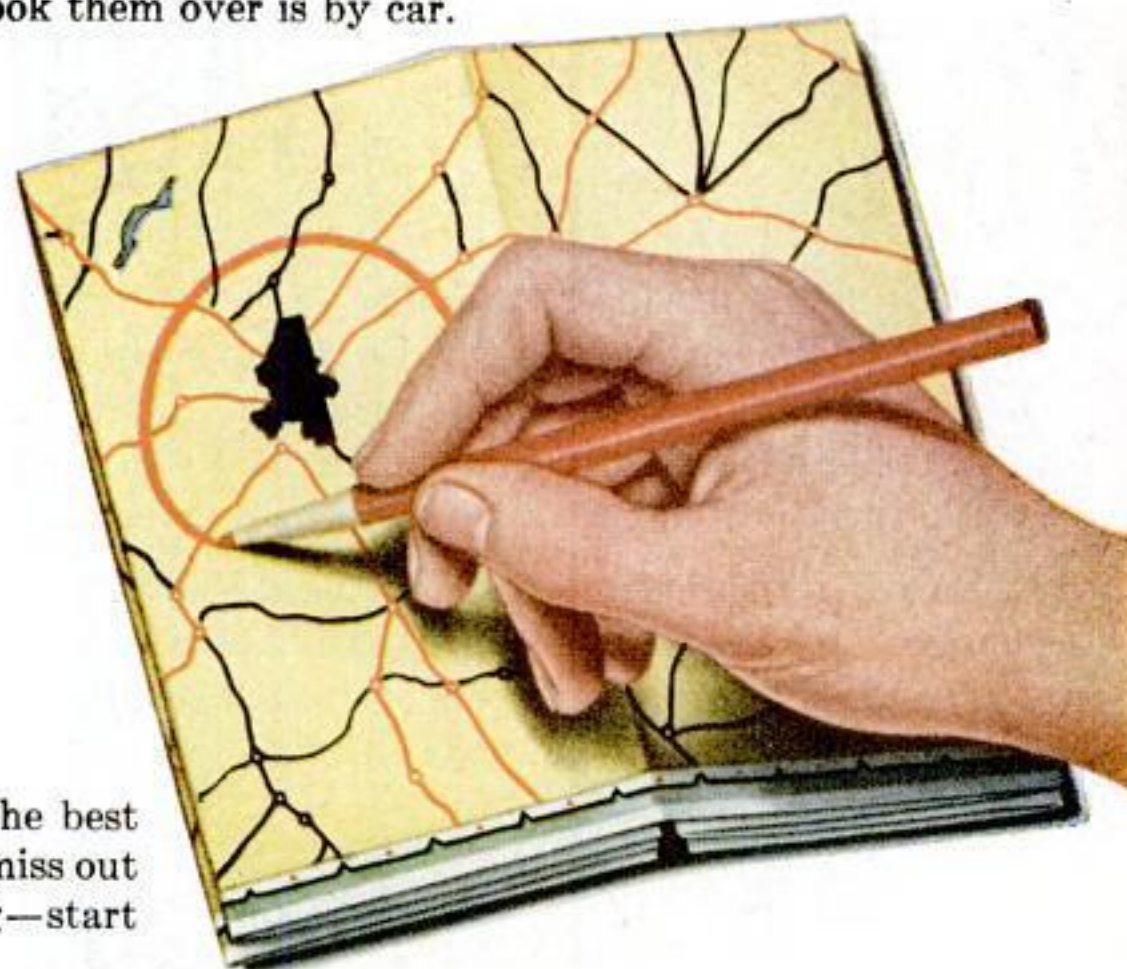


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*SUŚRUTA—Surgeon of Old India—reproduced here is one of a series of original oil paintings commissioned by Parke-Davis.*

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Plastic surgery, usually regarded as a recent medical advance, was practiced thousands of years ago by the Hindu surgeon, Suśruta. Living in a society that punished wrongdoers with physical disfigurement, his restorative skills were greatly in demand. His writings contributed to the spread of Hindu medicine throughout the ancient world.

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light and powerful; undoubtedly the toughest 198 lbs. going.

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BARDOT KERCHIEFED



BARDOT TOUSLED



BARDOT SWEEPED BACK

## Bardolatrie in Paris: the Béb  Look

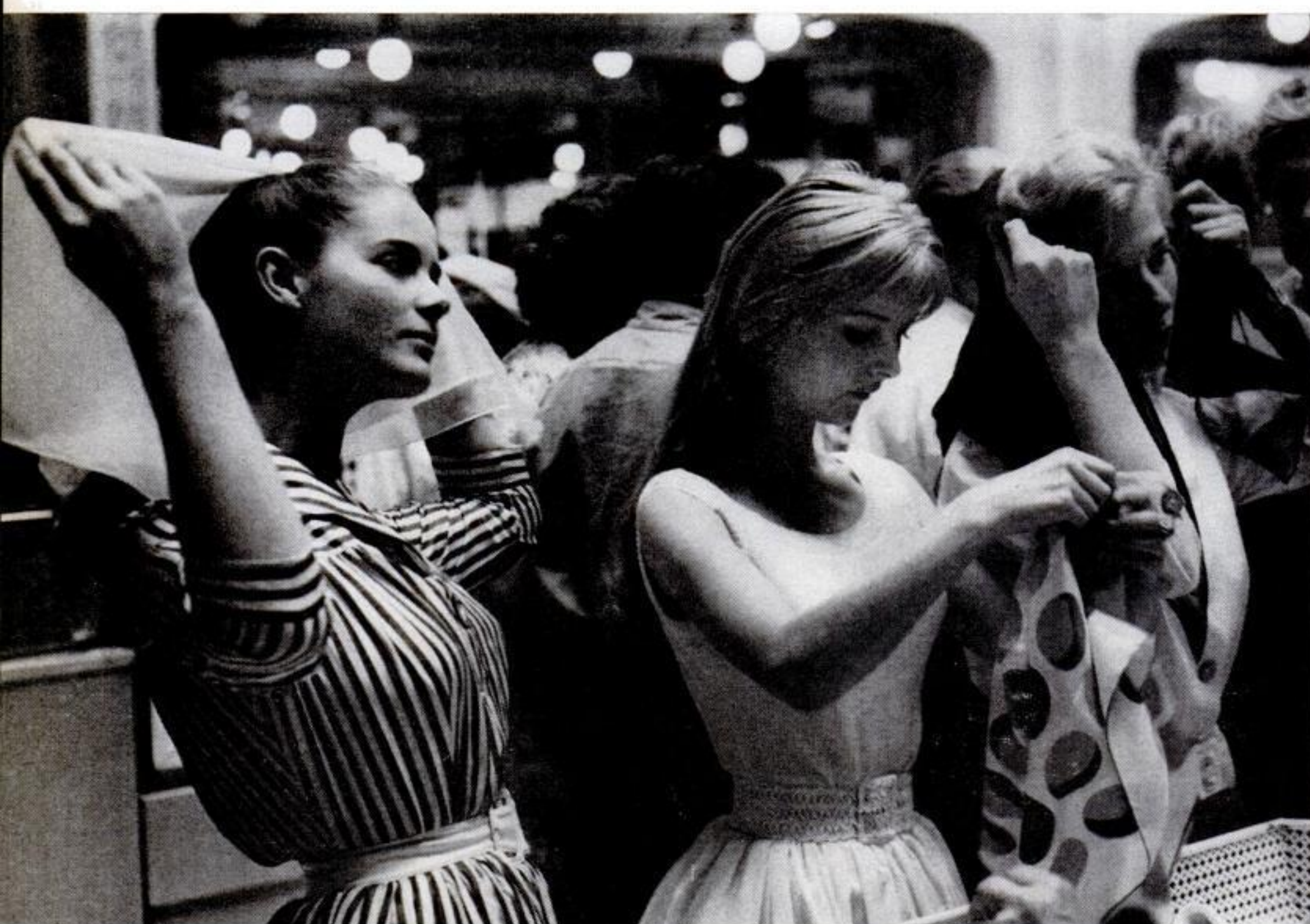
In Paris this summer teen-age girls are pouting like b b s wearing little-girl dresses in a mass effort to look like Actress Brigitte Bardot, who has made a fortune by looking like a wayward child. The young Parisiennes, piling bleached hair on top of their heads, letting it fall in all directions or securing it with a kerchief—all BB trademarks—are suffering from what the world would call a fad but the French nicely term a "bardolatrie." Photographer Pierre Boulat, like many Frenchmen concerned with the way girls who want to grow up appear to look littler, found in Paris stores and sidewalk cafes kittenish scenes that might have been taken from a Bardot production. Once in their

costumes, the girls purred, frowned and posed in a manner calculated to make strong men weep, or at least turn around.

Though many of the girls could pass at a distance for hungry young actresses, they were in real life reasonably well-fed students and secretaries enjoying their own world of make-believe—and in a way that was proving most profitable to Paris dressmakers. One of Paris' biggest stores is selling 8,000 Bardot kerchiefs a month and 3,500 gingham dresses like the one Bardot wore at her wedding. Said a visiting U.S. fashion editor, "You can't buy a yard of checkered gingham in Paris, not even for kitchen curtains, since Brigitte picked the fabric."



IN MIDST OF OTHER GIRLS TRYING TO LOOK LIKE



THE KERCHIEF is sampled in a Paris department store by three girls all coiffured like Bardot.

THE HAIR is affected by a girl in a Champs Elys es cafe wearing a full-skirted dress like Brigitte's. →







**BRIGHTIE** AN 18-YEAR-OLD WHO DOES STEPS OUT OF THE DRESS STORE MELEE, TRIUMPHANTLY POUTING



**TWIDDLING NECKLACE**, student who claims to dislike Bardot goes down boulevard in BB way.

← **SHORT SKIRTED** in Bardot dresses, girls saunter over bridge wearing three versions of her hairdo.



# LETTERS TO THE EDITORS

## WORLD'S WEEK

Sirs:

I don't think that in all my born days I ever saw as fine a character study as the picture of Ike looking at the picture in the Soviet exhibition in New York ("A Look at the World's Week," LIFE, July 20).

W. M. EAGAN

Los Angeles, Calif.

## MASTER ROGUE UNMASKED

Sirs:

Thank you for a much-needed exposé of Lowell Birrell ("A Master Rogue Unmasked," LIFE, July 20). But your article did not mention one of his biggest swindles, the looting of Equitable Plan of California.

Most of these Equitable investors were elderly people with small nest eggs. I doubt, unlike the businessman mentioned in your article, if they would bear him no animosity, or loan him a few hundred bucks!

HUGH WILLIAMS

Downey, Calif.

Sirs:

Your article by Herbert Brean was a masterpiece, but in citing the manipulators of the age he missed

the master of them all: Horatio Bottomley. He was none of your dull, cold hypocrites but a genial, generous rascal.

JAMES PETTER

New York, N.Y.



HORATIO BOTTOMLEY

● After World War I arch chiseler H. W. Bottomley got many British Victory Bond subscribers to leave the interest from bonds in a pool which he ran as a lottery. Bottomley dipped

into the pool freely for champagne and track money. Before he was caught nearly \$2 million had disappeared.—ED.

## DARWIN: PART VII

Sirs:

The photographs of the Nouméa collection of deep-sea corals ("The Mystery of Coral Isles," LIFE, July 20) is the most remarkable example of fluorescence in nature I have ever seen. Not one person in a million has the opportunity to see for himself the rare phenomenon of fluorescing deep-sea corals. But everyone can see this amazing phenomenon in rocks in almost every state in the country. For example, common gray rocks beneath a foot of earth appear drab and lifeless in ordinary light but change to unbelievable glowing colors when irradiated with filtered ultraviolet.

B. WILLIAM COOPER  
President

Black Light Eastern Corporation  
Bayside, N.Y.

## TWO-HEADED DOG

Sirs:

Thank you for bringing to the attention of the American public the revolting practices of the Russians in their experimentation with animals ("Russia's Two-

headed Dog," LIFE, July 20). Humanitarians go along with experimentation which will develop some lasting benefit to mankind, but certainly by no stretch of the imagination would it ever be possible to replace a human head with one from a "bank."

DOUGLAS E. CULMER  
President

Michigan Federation of Humane Societies  
Grand Rapids, Mich.

Sirs:

That head transplant is fabulous. Some of the Russian bigwigs could use a new head on their shoulders. . . .

JUDITH JACOBS

N. Bellmore, N.Y.

Sirs:

The sickening ultimate in togetherness?

JO ANNE CALLAHAN

Scottsdale, Ariz.

Sirs:

You state that in 1908 a U.S. scientist "successfully grafted extra heads onto dogs." Unless the experiments of 1908 produced a living two-headed dog, they certainly cannot compare with the recent Russian accomplishments in this field.

EUGENE NETUPSKY

New York, N.Y.

● One of Dr. Charles Guthrie's dogs lived as long as seven hours in his laboratory at Washington University Medical School in St. Louis—and then was killed intentionally. A physiologist, he was perfecting techniques for suturing blood vessels.—ED.

## OLD AGE: PART II

Sirs:

LIFE's presentation of "Old Age" ("New Ways to Full Lives," LIFE, July 20) is the first realistic one offered for popular consumption.

MARY E. DECKER

Rhinebeck, N.Y.

Sirs:

You state that by keeping 300 employees to age 68, Consolidated Edison expects to save \$680,000 a year in pension payments. This is true but the inference that we do it only to save pension money is wrong.

Every one of our male employees has a free choice to continue working until 68 or retire at 65. The 300 people who elect to continue for three years forego pension payments of \$1,240,000 but actually earn better than \$2,600,000. Because they continue working they continue to be producers, consumers, taxpayers and assets to the economy. This is the important reason for allowing them to go on working.

D. S. SARGENT  
Personnel Director

Consolidated Edison Company of New York, Inc.  
New York, N.Y.

## EDITORIAL

Sirs:

On behalf of the Civil Defense Directors of our states, commonwealths, territories and possessions, I wish to thank you for your enlightened editorial concerning Civil Defense ("Old Subject Is Reopened: Survival," LIFE, July 20).

SHERLEY EWING  
President

The National Association of State & Territorial  
Civil Defense Directors  
Pikesville, Md.

Sirs:

Thank you very much for your editorial. I am the local Civil Defense Director here and have to fight continually against the general apathy. You say I "may be the least popular man in town. . . ." The adjective should be "most ignored." The people pay lip service to my needs and requests, but there is no one else in town that is active. Our state has a good organization and good plans but every step forward is made against awful inertia.

KATHERINE TINKER

Yarmouth, Maine

## NASSER STATES HIS POSITION

Sirs:

President Nasser of Egypt contends ("Where I Stand and Why," LIFE, July 20) that by sending the Danish freighter *Inge Tof* through the canal, Israel was "daring us to stop the ship." Actually Israel chartered ships and Israel cargoes have passed through the canal ever since Israel's establishment. The present tension started when the U.A.R. suddenly extended its blockade to Israel cargoes under any flag.

Colonel Nasser openly admits his country will exploit her control over the canal to press other issues involving Israel. The 1888 Constantinople Convention was drawn up to prevent such attempts. It states unequivocally that the Suez Canal "shall always be free and open . . . without distinction of flag." On April 24, 1957 the government of Egypt undertook "to respect the terms and the spirit of the Constantinople Convention and to abide by the Charter, principles and purposes of the United Nations . . . to afford and maintain free and uninterrupted navigation for all nations."

HUGH Y. ORGEL  
Press Attaché

Embassy of Israel  
Washington, D.C.

## LETTERS TO THE EDITORS

Sirs:

In reference to Donna Lee McGaffey, the LIFE baby who grew up pretty ("Letters to the Editors," LIFE, July 6), I think I can do Donna Lee one better. As a baby delivered by Caesarean section I was in the first



issue of LIFE. As a boy blowing out birthday candles I was in LIFE's 10th Anniversary Issue. Now here I am, a father, with my newborn daughter Roxanne Marie. Personally I can't compete with Donna Lee in looks—but give Roxanne a few years.

GEORGE STORY

San Diego, Calif.

Sirs:

In your Letters section (July 20) on "The Fall of Strauss," you have erroneously identified Robert J. Dodds Jr. He is General Counsel for the Commerce Department.

L. K. OLSON  
General Counsel

U.S. Atomic Energy Commission  
Washington, D.C.

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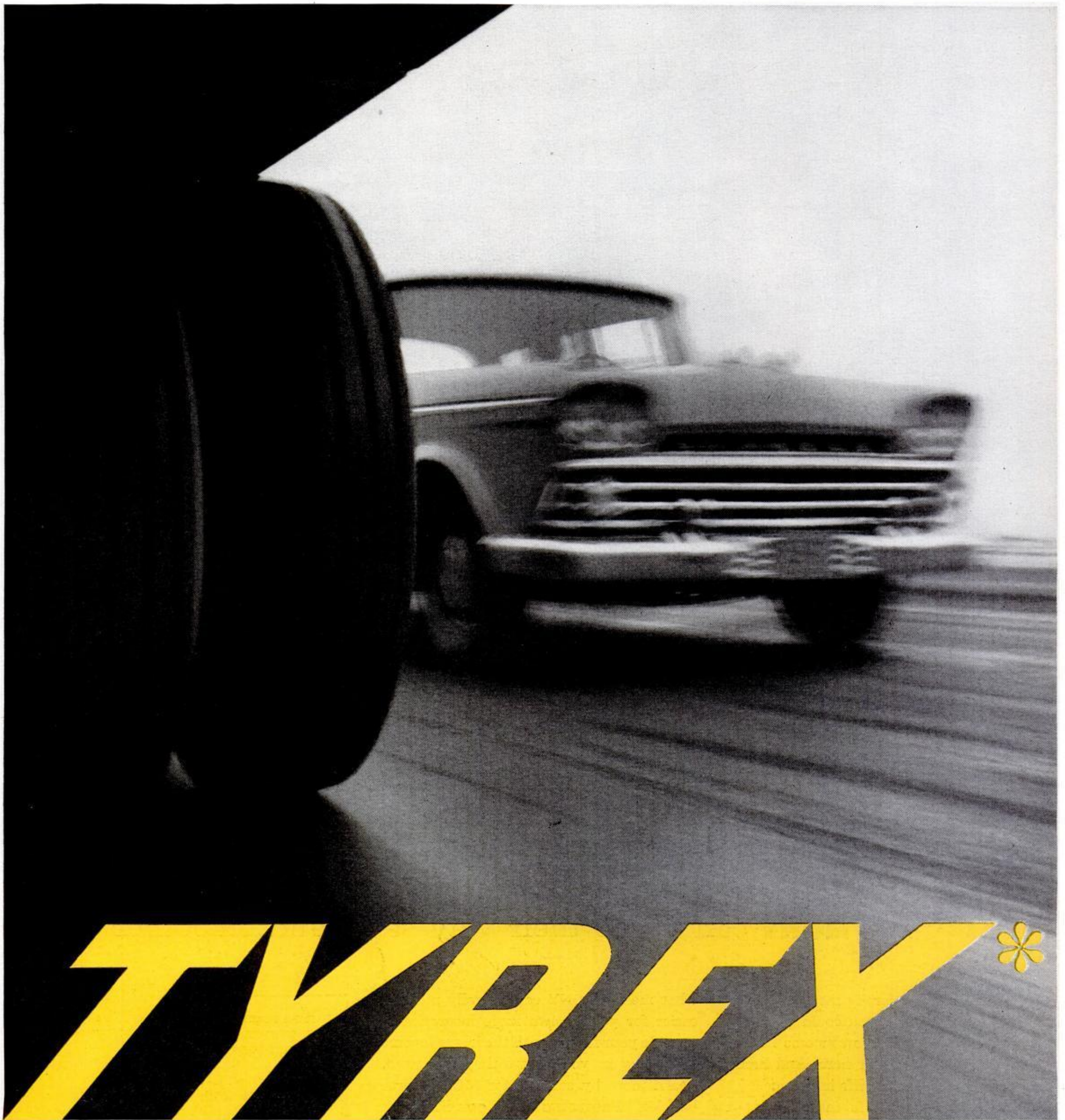
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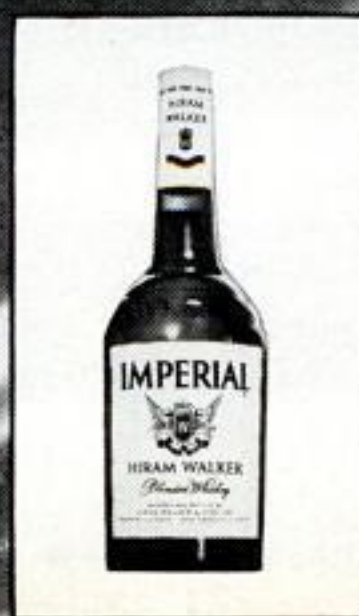
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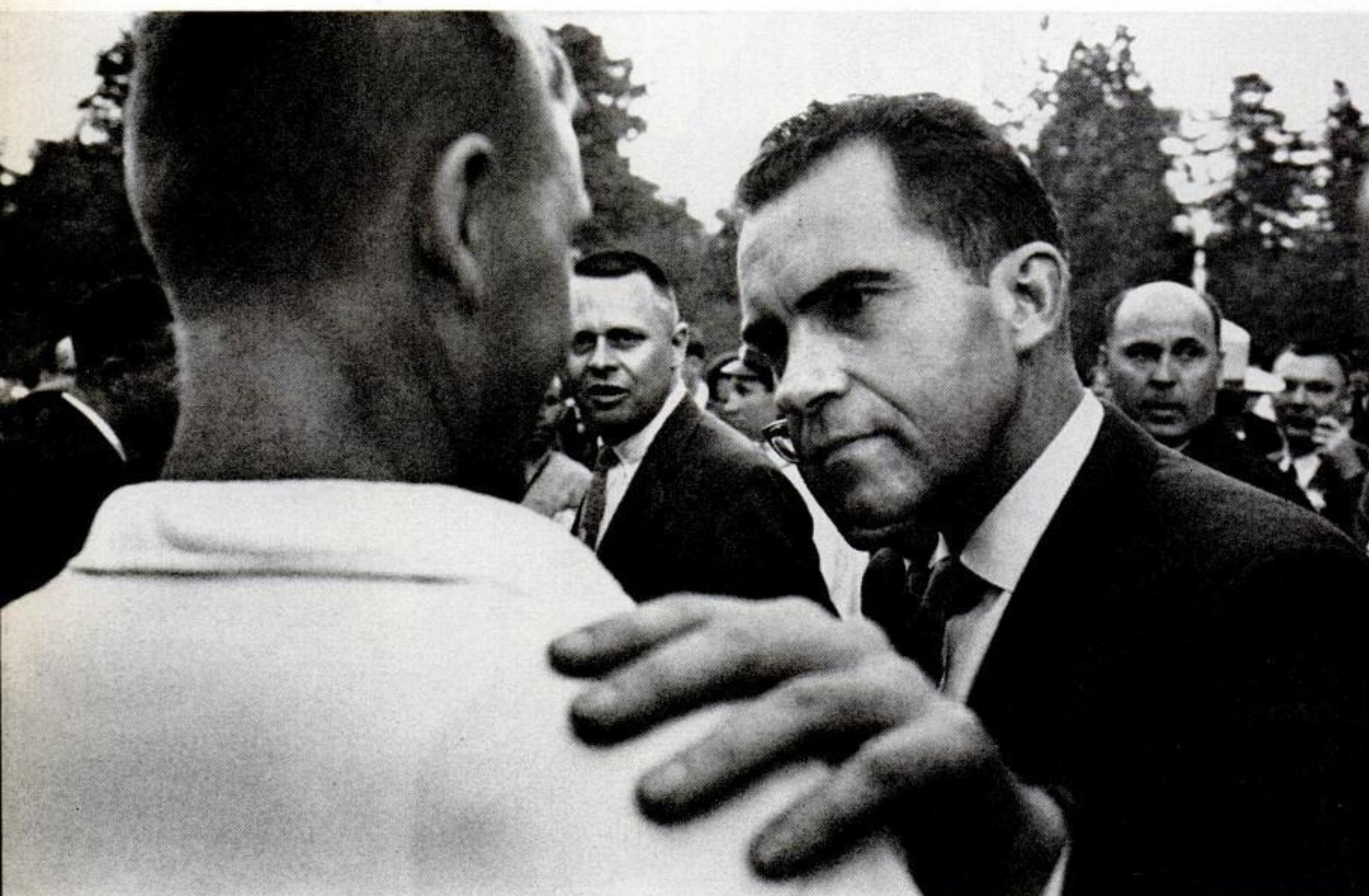
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WITH PATIENCE THAT MARKED HIS WHOLE TOUR, NIXON TRIES TO EXPLAIN U.S. POSITION TO EXHIBITION VISITOR

## THE VICE PRESIDENT IN RUSSIA

# A BARNSTORMING MASTERPIECE

Around Moscow and Leningrad, east to the Siberian plains and back again, the Vice President of the United States went barnstorming among the Russian people. Between hecklers he looked into hundreds of thousands of friendly faces, shook hundreds of eager hands and passed around hundreds of autographed calling cards. On these 14 pages LIFE shows the scope and impact of Nixon's meeting with the Russians and the look at America he brought with him.

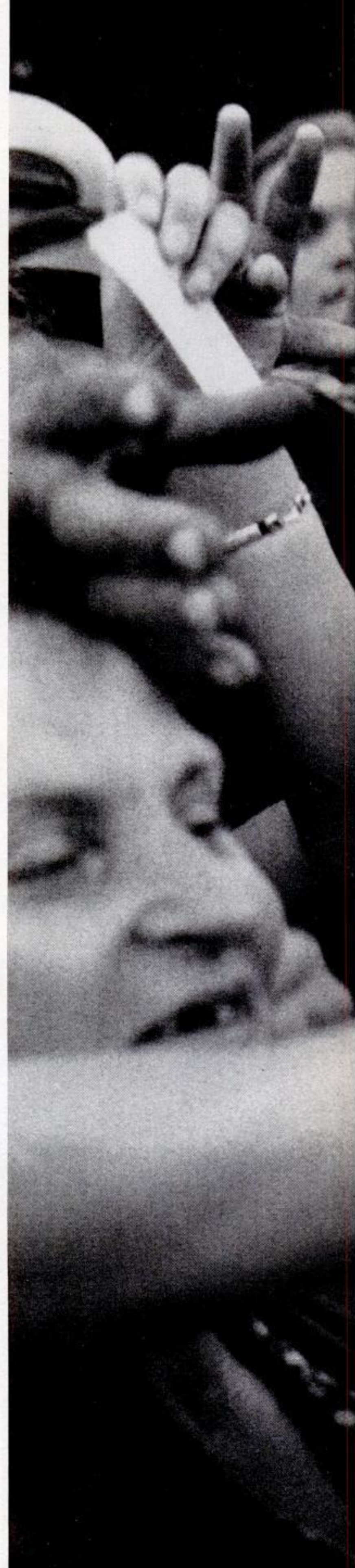
Nixon did not, as Khrushchev may have expected, wilt in the robust "kitchen debate" (LIFE, Aug. 3), and he made telling points in private at the lengthy "dinner table debate" at Khrushchev's villa which followed it. He was, in fact, displaying a set of qualities Khrushchev himself exhibits—the topnotch politician's unerring instinct for getting "with" people—but with far more candor. He saw ballet in Leningrad, visited the "closed" city of Novosibirsk, descended into a copper mine at Degtyarsk. Everywhere he went he used the few words of Russian he had learned: "*Mir i druzhba!*" ("Peace and friendship!"). "*Molodets!*" ("Attaboy!") he heard in reply.

It was a memorable mission. Nixon had transformed what might have been a routine high-level visit into a personal, and in a sense, an international

success. He had come to Russia to open the \$5 million U.S. exhibition in Moscow (see pp. 28-35). His official reception when he landed had been cool. But 10 days and 4,300 miles later, as he was about to leave for Poland, not even his most vigorous detractors could deny his accomplishment.

Nixon's meeting with the Russians seemed certain to bring some diplomatic result—a Khrushchev visit to the U.S. was talked of. But over and above diplomacy was the impact of one man speaking out his thoughts to a foreign people. Nixon's final speech on radio and TV to a Russian audience of millions was a masterpiece—a tough but sympathetic statement. He refuted Soviet propaganda, without making threats. He voiced his hopes for honest understanding between the two nations, and made it plain for all to hear that a responsibility for peace lay on Khrushchev's shoulders. "Both of our people," he said, "want peace, but both of us possess great strength and neither of us can or will tolerate being pushed around. . . . We [Americans] prefer our system, but the very essence of our belief is that we do not and will not try to impose our system on anybody else."

Not the least important thing about Nixon's big speech was the fact that he was allowed to make it.



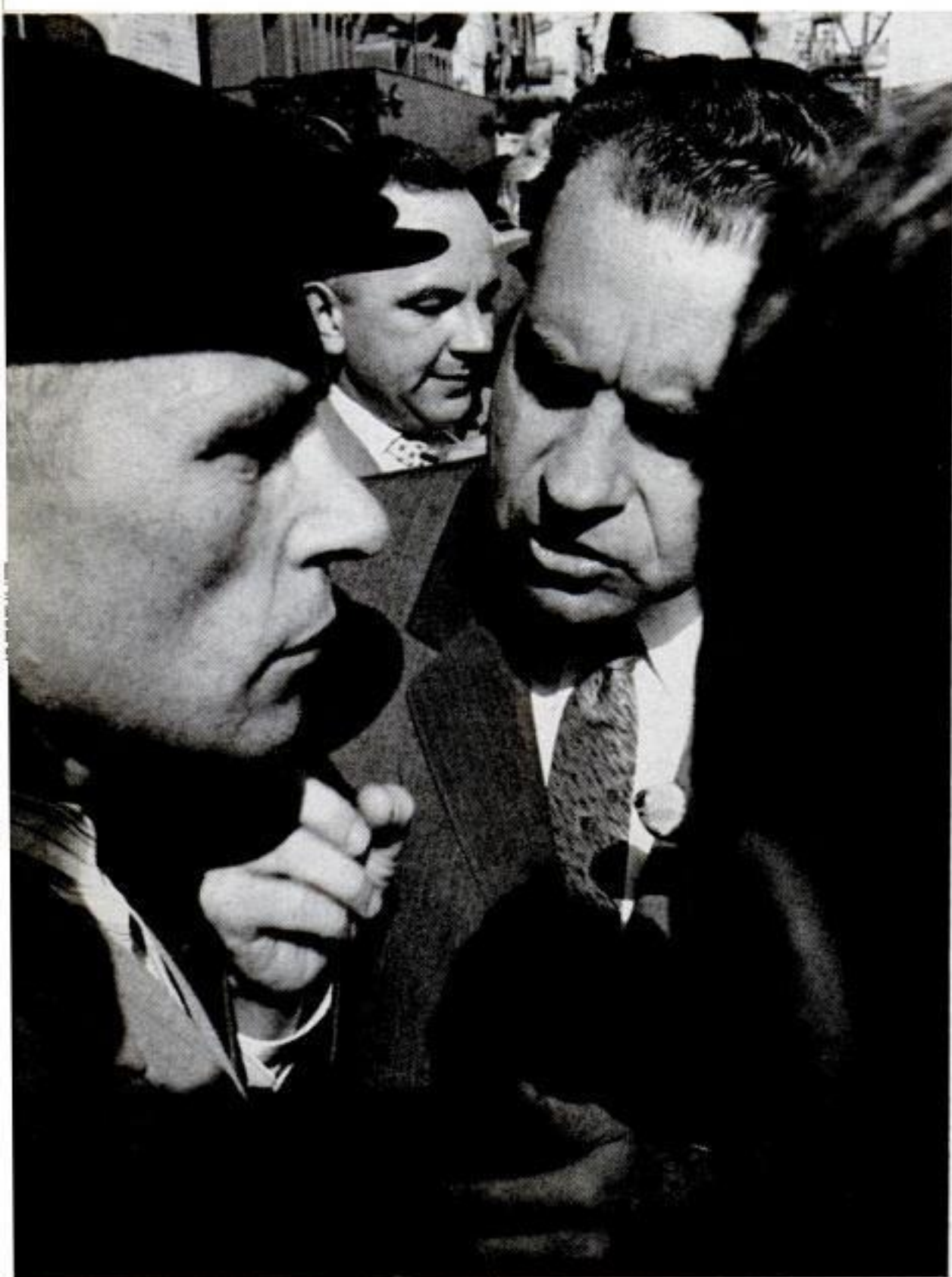




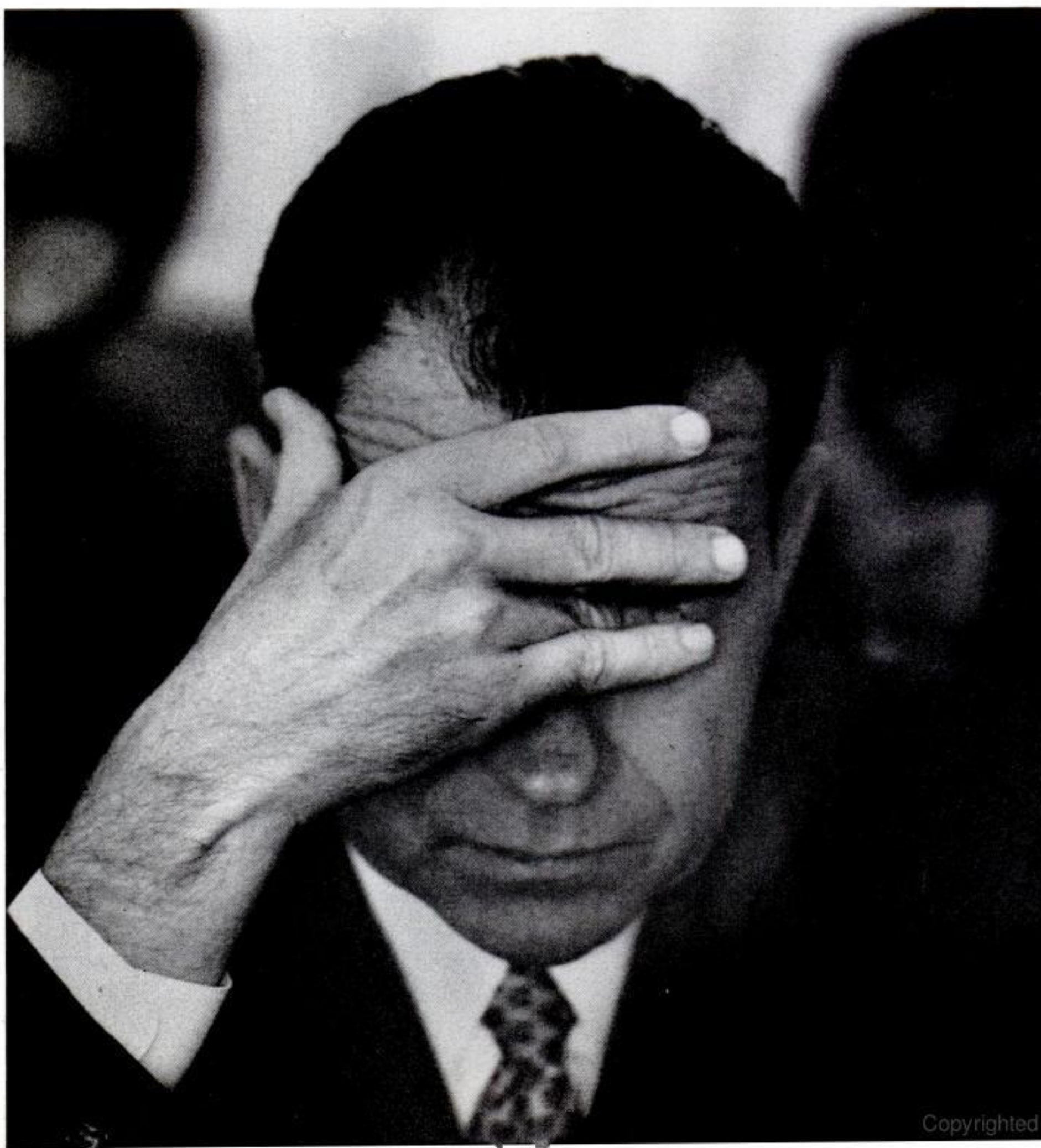




KHRUSHCHEV GIBE AT NIXON "WHERE ARE THE CAPTIVE PEOPLE?" DRAWS GOOD-NATURED RESPONSE FROM SUNDAY AFTERNOON SWIMMERS IN MOSCOW RIVER



HECKLER asking about U.S. bases gets a promise from Nixon to discuss them further in TV speech.







← **FATIGUE** shows in rare let-down for Nixon during long Siberian trip. Official functions often lasted past midnight, with take-offs for next city set for dawn.

**FRATERNAL HUG** at Degtyarsk nearly takes Nixon off his feet. He offered a pen, held by worker, as gift. Touched, the worker returned it, said he had one.





**LEANING** to get out of car, Pat Nixon arrives at Soviet farm show. Milton Eisenhower is at right.

**DISTRACTED** momentarily from speech her husband is hearing, Pat peers behind Dick's shoulder.



**PAT PAYS INFORMAL VISIT TO MOSCOW CHILDREN'S HOSPITAL AND TALKS WITH STUDIOUS GIRL PATIENT**



**ANOTHER GIRL IN AN OUTDOOR WARD SHOWS PAT A**







**FORMAL PORTRAIT** at Khrushchev's villa near Moscow includes, besides four wives pictured on cover, Khrushchev, Frol Kozlov, Nixon, Anastas Mikoyan, Georgy Zhukov, who was Nixon's guide through Siberia, and Milton Eisenhower. Also accompanying Nixon on tour were Admiral Rickover and a 33-man staff.

## PAT NIXON PURSUES QUIET WORKING ROLE

While the Vice President sailed through his dramatic tour, his wife was performing a quieter but no less competent job in his support. She went with him to formal Soviet functions and acted as her own ambassador in meetings with wives of Soviet officials (*see cover*). Once, along with Mme. Khrushchev, she was a fascinated but silent onlooker at a long discussion their husbands held in Khrushchev's villa outside Moscow.

Often Pat moved out on her own. She visited kindergartens and children's hospitals. When her husband inspected a tube-rolling mill, Pat Nixon went to see the workers' clinic. She carried a suitcase of candy for children, although once in Siberia she encountered mothers too proud to accept the gift. When a little girl in Leningrad asked the Vice President what his wife did in the way of work, Nixon replied with gravity and truth: "Being the wife of the Vice President is a working job."

KNITTED CAP ON WHICH SHE HAS JUST BEGUN WORK



WEARING SMOCK LENT HER BY THE HOSPITAL, PAT CHATS WITH SMALL PATIENT WHO ENJOYED HER VISIT



CONTINUED





ROCK 'N' ROLLERS IN SPORTY SWEATERS AND SKIRTS ARE HIGH POINT OF HALF-HOUR FASHION SHOW FEATURED IN OPEN-SIDED PAVILION THREE TIMES A DAY.

## AT THE FAIR, FASCINATED RUSSIANS FLOCK TO

Hundreds of miles from the touring Nixons, the U.S. exhibition at Sokolniki Park in Moscow was attracting beyond-capacity crowds of more than 50,000 Russians a day. In his opening speech the Vice President had promised a glimpse of the "extraordinarily high standard of living" enjoyed by Americans. The exhibits

did not, as many Russians apparently had expected, make a point of giant American industry and technology. The visitors instead saw things largely available to the individual American worker. They clustered around items as simple as a plastic baby's bottle and as complex as a 1959 automobile. Everywhere the

Russians asked questions: "Can your workers really buy this?" "Is it for sale?" They saw for themselves the house that had been a subject of debate between Nixon and Khrushchev. They also packed into an elaborate show of U.S. fashions and had a look at some modern art imported from U.S. collections. Not until





RUSSIAN AUDIENCES LIKED BIG BEAT OF MUSIC

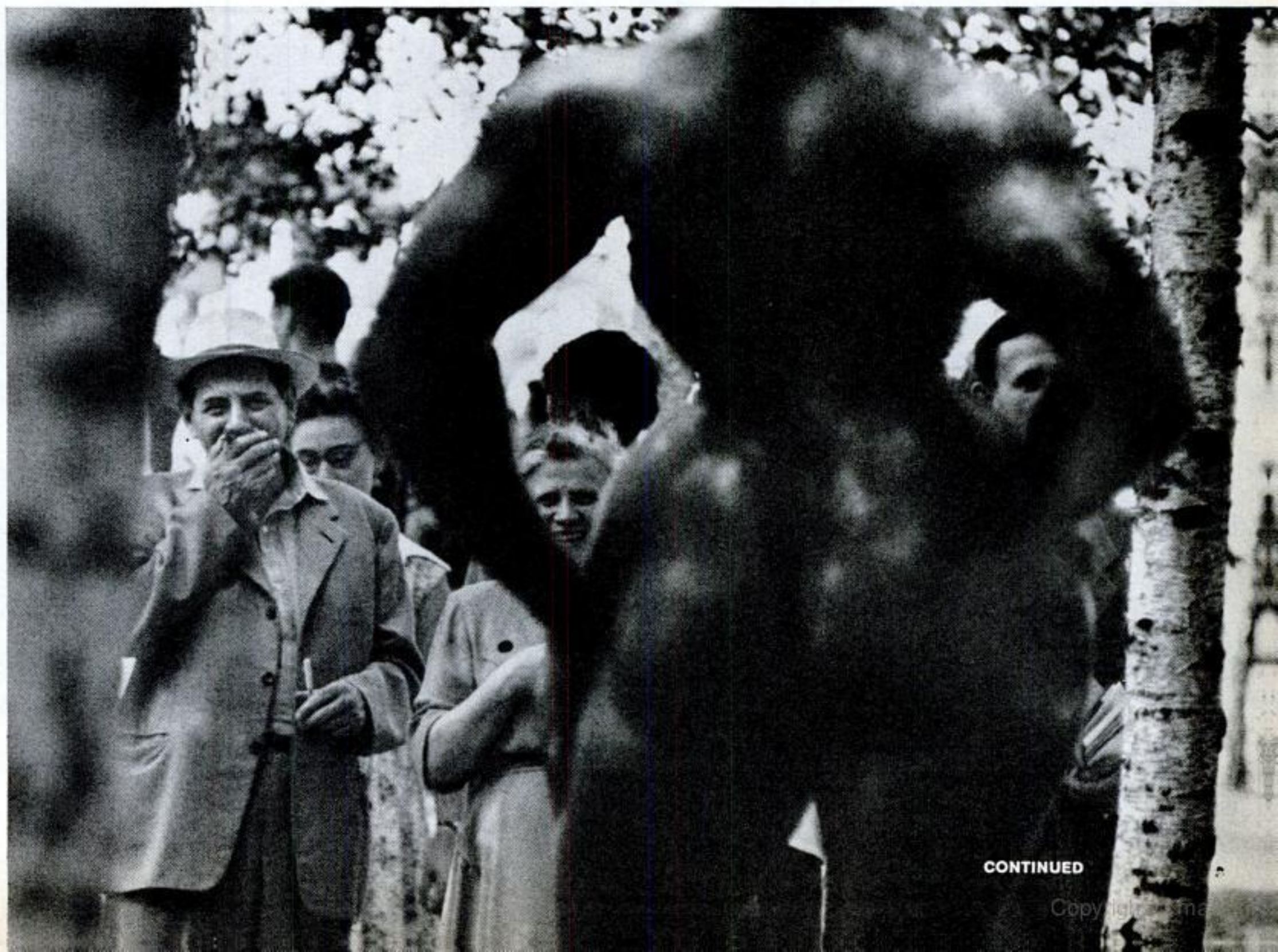
## U.S. EXHIBITS

10 o'clock every night, when the doors finally closed, did the flow of visitors stop. The exhibition, which will continue until Sept. 4, was not entirely without problems, however. Even the first day the impact of so many feet began to pulverize the concrete flooring. A hurry-up job had to be done to cover it with asphalt.



**SERIOUS QUESTIONER** extends his hand toward IBM computer, awaiting answer to query about U.S.

**MUSCULAR NUDE** (below), sculptured by Gaston Lachaise, amused some visitors to the exhibition.



CONTINUED

Copyright © 1954



RUSSIA CONTINUED

# GOOD DISPLAYS CATCH CROWDS

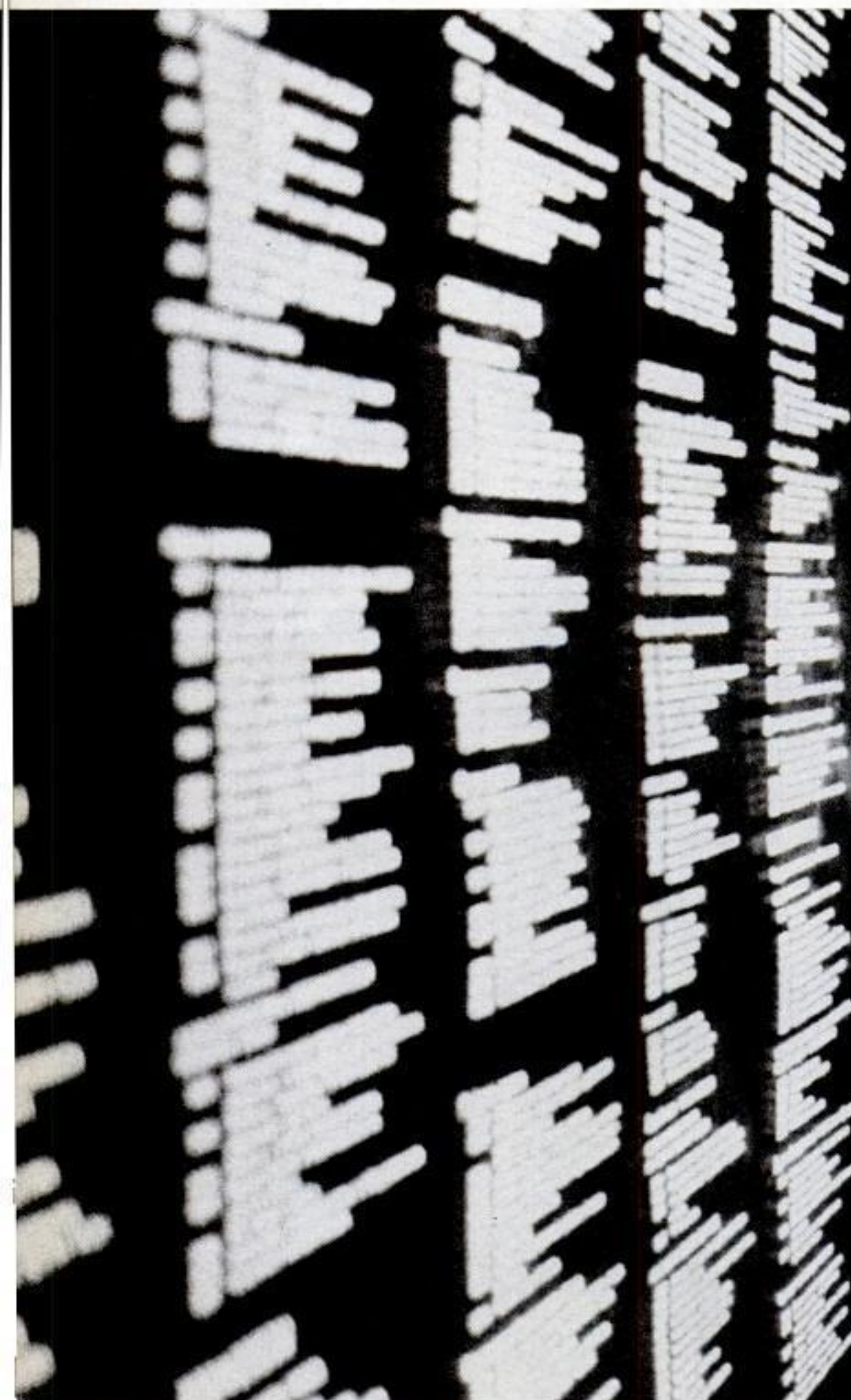


**FACIAL TREATMENT** by Mme. Helena Rubenstein (right) and assistant is sought by Russian women.

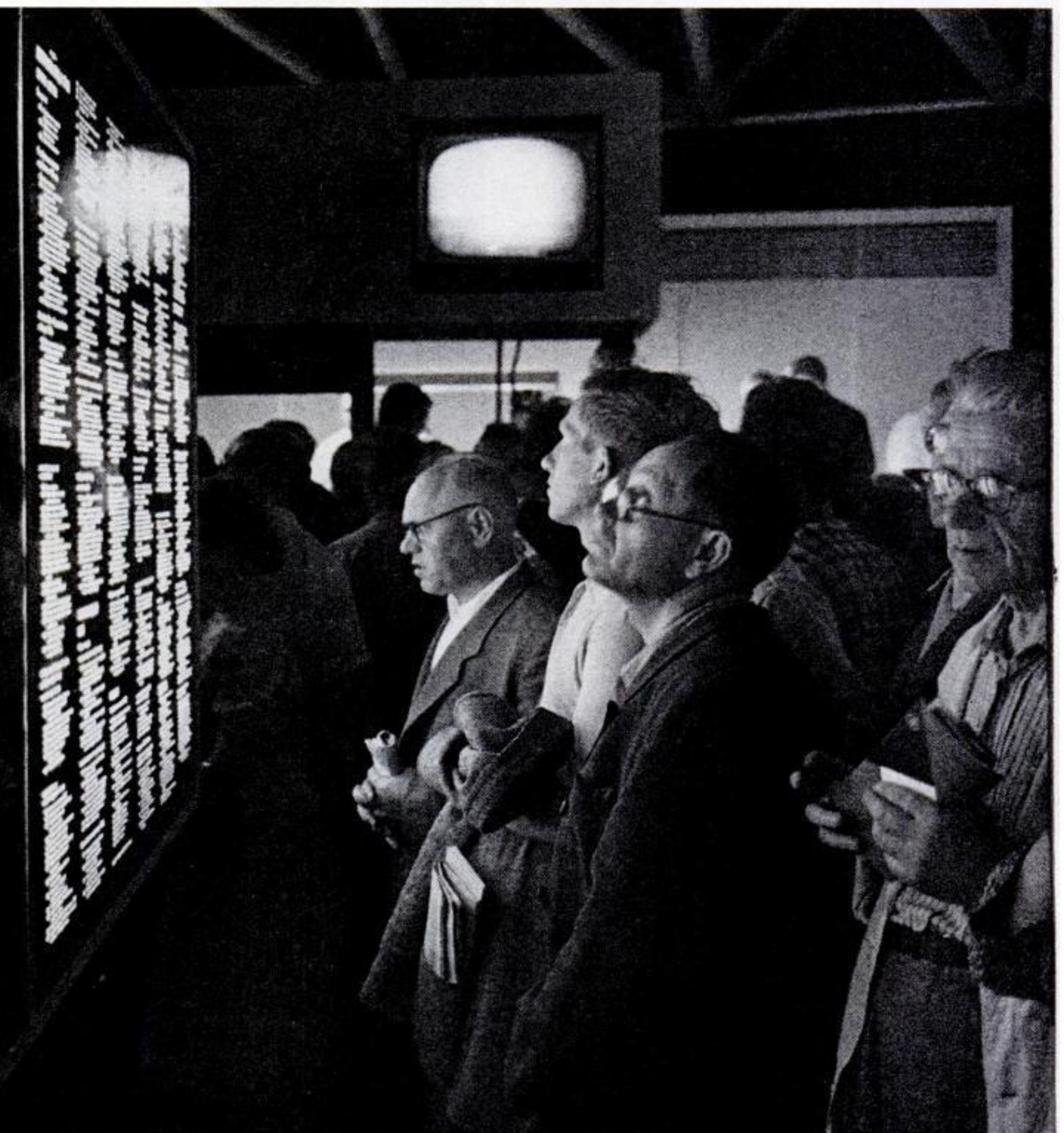


**SUPERMARKET** is heavy attraction to fairgoers, who like the brightly colored packaging shown by

Americans. In first days some overenthusiastic visitors walked away with parts of exhibit as souvenirs.



**BIG BOARD** lists 4,000 questions about U.S. which could be answered by IBM's RAMAC computer. Dust from floor put machine out of action for a day.



**AIRY PANELS** of transparent color, set in bold geometric patterns, separate exhibits of dishes and cooking utensils. Visitors saw this spectacle from balconies.







CONTINUED



**GOLDEN GEODESIC DOME**, one of two main buildings at exhibition, is ornamented by panoply of 25 (out of 28) U.S. girl guides. Polka-dot dresses they

wear are one of five on-duty costumes chosen especially for them by American fashion experts, who felt that guides should display the type of clothes worn





by everyday Americans. All girls' duty costumes have a red, white and blue color scheme. Outfits for 52 male guides include red sports shirt, navy blue jacket and

gray flannel slacks. Guides are mainly students and were picked from 800 applicants. All speak Russian and receive \$16 per day while in the Soviet Union.

CONTINUED

Copyrighted material



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"JUNGLE GYM" is nickname given by designers to multilevel framework which holds displays in glass-walled exhibition hall, second of two major buildings

at the fair. Products ranging from color television and cosmetics to frozen foods and home workshop came from 795 U.S. manufacturers from 34 states.

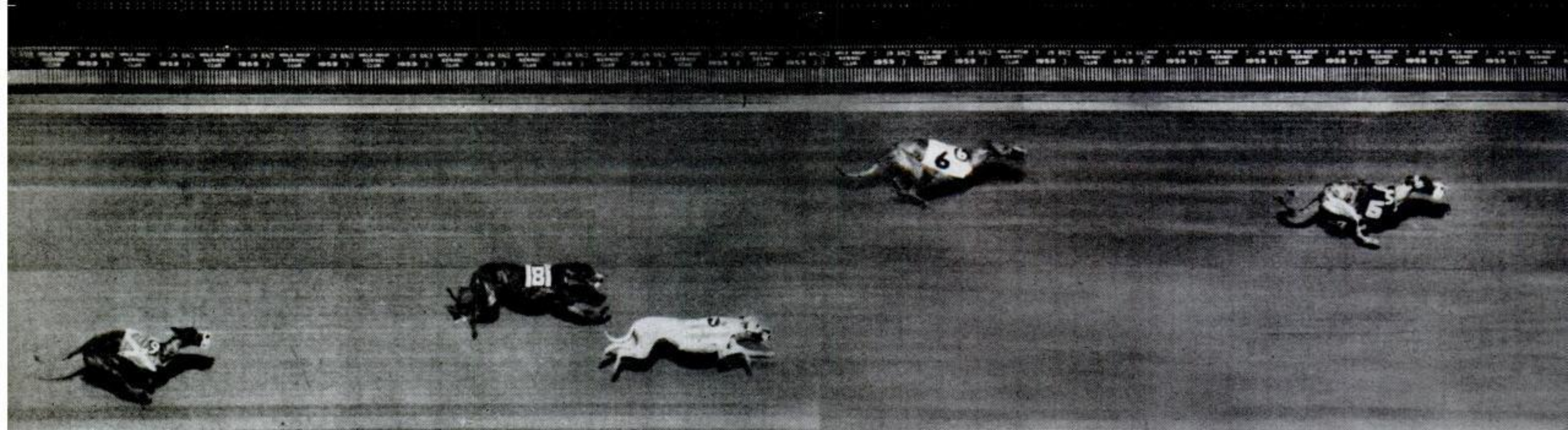




**TRADITIONAL FUR HAT**, modeled by a pretty Russian-speaking American translator named Pat Freeberg, draws friendly banter from Russian visitors. Pat

bought the hat at the big GUM department store in Moscow and put it on at urging of amiable Russians who saw her carrying it around the exhibition grounds.



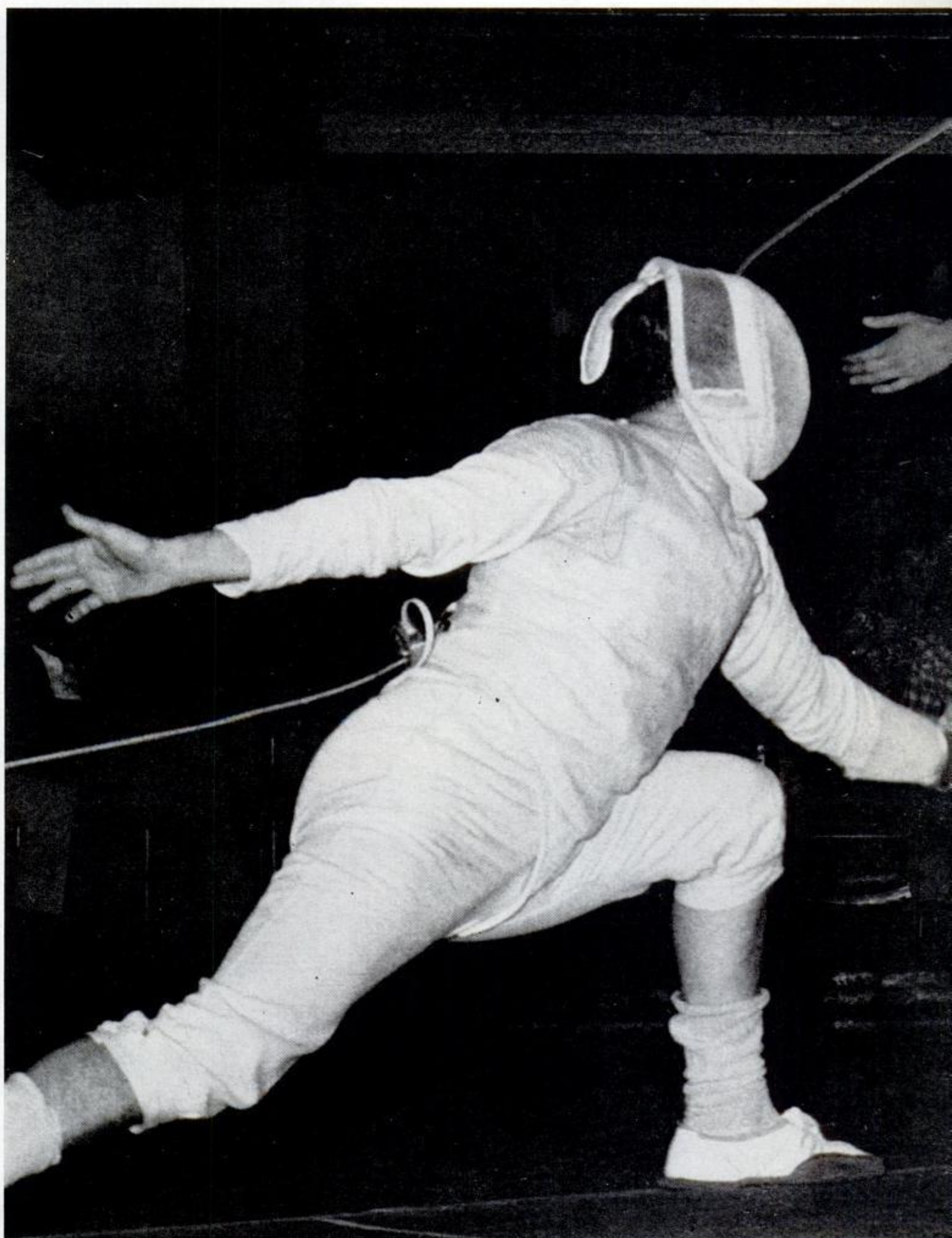


## A LOOK AT THE



### FIANCEE FOR YOUNG ROCKY

After days of rumors, Steven Rockefeller, 23, and Anne Marie Rasmussen, 21 and the daughter of a grocer, announced last Sunday in Norway they would be married. Steven's father, New York's governor, had already said publicly this was fine with him. Anne Marie worked briefly in the Rockefeller home when she came to the U.S. in 1956 to study English.



### ← A CADET'S BLIND LUCK

To a California ball, Naval Air Cadet Kenneth Gifford escorted a one-in-a-million blind date. In a lottery, he had drawn the name of Akiko Kojima, the new Miss Universe from Japan.

### ↑ WRONG-WAY TOUCHE

In a contorted leap to avoid the thrust, Russia's Kostava is nicked in the back by Italy's Tassinari at the world fencing championships held in Budapest. Tassinari won the match.



# WORLD'S WEEK



## TWO-WAY DEAD END FOR BANK BANDITS→

Running into a roadblock outside Tulsa, two bank robbers tried to turn their stolen car (*arrow*) but got stuck in a ditch. Guided by a patrol plane, police and FBI quickly sealed off

the other end of the road (*below*). After trying to use their hostage, Bobby Gene Pitcock, as a bargaining point, bandits Sylvester Hutchinson and Tommy Starr finally surrendered.

## ↑ A CANINE COUNTDOWN

With the precision of performers in an extraordinary dog act, the field of nine greyhounds at Denver's Mile High Kennel Club finished a race in exact post position order, as numbered one through nine. The odds against the occurrence are 362,880 to 1. Top dog was Billidit.





# A NEW KIND OF STEEL STRIKE

This steel strike is a lot different from its predecessors of 1946, 1949, 1952, 1955 and 1956. And while it is a wasteful nuisance like all strikes, it may also prove something that needs proving: namely, that collective bargaining is still free and that market realities rather than political expedience have the last word in the U.S. economy.

Previous steel strikes have resulted in a substantial wage boost (the average steelworker's pay is up from \$1.43 per hour in 1947 to \$3.10 today) and a boost in steel prices (up 80% since 1947). In effect management and labor, after a brief show of belligerence, composed their differences at the expense of steel's unorganized customers, who in turn passed the hike along into the price of virtually every manufactured article in the U.S. This producers' collusion (in effect though not in law) became the steady source of "cost-push" inflation. Moreover, the pattern was encouraged by the White House, which practically always found an emergency reason to step in and hasten a settlement.

This time is different. The managements have not only rejected the union's demand for a wage boost (to \$3.25 or so per hour) but have counterattacked by asking changes in the basic work-practices rule. Seeking help in the old quarter, boss steelworker David McDonald (a Democrat) has asked intervention from the Republican White House. U.S. Steel's Roger Blough, on the other hand, has broken the old collusive pattern completely. To keep his fellow Republican Eisenhower's nose out of the negotiations, he promised last week that there would be no general steel price increase, "whatever the length of the strike, and whatever the eventual outcome of the negotiations—so long as they are voluntary" (i.e. no political intervention).

McDonald has one publicity weapon left: the record steel profits now being reported for the first half of '59. But in the absence of any understood pattern of profit-and-loss-sharing in this industry (the union never talks about profits when they are low) these somewhat freakish profits must be considered as earned by management and owned by stockholders. In short, the union argument from profits is a phony. Certainly the public interest in the steel strike is far more identified with a non-inflationary settlement than with anything else. And if productivity in steel continues to be so spectacular, the consumer (who hasn't seen a real steel price for decades) has a better claim on it than labor.

Thus until the union starts espousing a price cut instead of a cost increase, the public might better play along with Blough, who at least offers a way to keep prices level. His terms for this promise—no White House intervention—are a good idea anyway this year. Previous steel strikes, especially that of 1946, occurred in a chaos of price movements when nobody knew where the value of the dollar ought to settle. In all that yak, the White House had a right to the last word (LIFE, Feb. 4, 1946). Not so now. There is a well-established world market for steel in which the U.S. industry is being pushed competitively not only by foreign steel but by other metals. Hitherto a prime source of inflation, the steel industry has discovered it can no longer afford inflation, and its battle is therefore more nearly the public's battle than hitherto. If it takes a long, tough strike to put Roger Blough and Company in a position to keep steel prices down and meet their market, then a long, tough strike it should be.

## NASSER AND THE WEST

President Nasser of the United Arab Republic (Egypt and Syria) is making up to the West again, though in a way that leaves many Americans unconvinced of his reliability. The U.S. government has resumed aid to the U.A.R. in a modest way. Meanwhile Nasser has celebrated the seventh anniversary of his Egyptian revolution by renewed verbal threats against Israel. His recent LIFE article, in which he undertook to "put the record straight" on his past and intended foreign policy, has elicited many hostile or skeptical letters. The New York Times has questioned whether Nasser is responsible enough for the West to pin any hopes on.

Our view is also skeptical, but a good deal more hopeful than that of some. His LIFE article did of course contain some self-serving versions of recent history. In picturing himself as a passive leader who merely reacts to the provocations of others, Nasser did himself less than justice. He is an activist whose revolution still strikes sparks in every Arab land and "Nasserism" is still a word with content. This content only a year ago brought the civil strife in Lebanon and the revolution in Iraq to the pitch of drawing 13,000 U.S. troops to Beirut. The same kind of tinder still lies all around the Middle East, and Nasser is still the man with the most matches.

Agitation, however, is not the whole of Nasser's policy. "We in the U.A.R.," he wrote in LIFE, "have enough complex problems at home to keep us busy for generations." And last fortnight he told a Cairo audience, "The basis of everything is work." Similar statements in 1952-54, accompanied by real efforts at internal reform and economic progress, won Nasser much hopeful Western favor. Then came his arms deal with Russia and four years of what Walter Z. Laqueur calls "political high life," based on Soviet promises, which has "made the Egyptian economy far more dependent on the East than it had ever been on the West."

Yet this new dependence is not irreversible. It has in fact alerted Nasser to the dangers of Soviet imperialism, as have

Kassem's troubles in Iraq (LIFE, Aug. 3). And a more important economic question for Egypt is whether it can make any progress at all against the steady increase in its own population. On his own showing, Nasser's economic reforms at home seem to have reversed a 50-year trend and to be registering real per capita gains. His economic policies are a vague and woolly form of state socialism, but they have at least performed the miracle of making hundreds of thousands of underfed Egyptians put real pride and hope into real work. If recent rates of apparent progress can be sustained, so can the reality of Egyptian independence, both economic and political. Any U.S. aid that speeds this progress is money well spent.

Nasser and Khrushchev have many reasons for trying to use each other, but only one solid interest in common. That interest is hostility to the West and the exclusion of Western influence from the Middle East. With Khrushchev this goal is part of the struggle for the world. With Nasser it is a deep Arab emotion, born of centuries of subjection, now in a neurotic phase in most of the Arab world. The exploitation of this neurosis is still Nasser's favorite appeal to his own people. So long as it persists, the West can afford no illusions about Nasser, and the coldly correct behavior of U.S. Ambassador Hare these days is a good model for other Americans. But it is worth noting that the Cairo radio, long a vicious exploiter of the anti-Western neurosis, has turned (like Nasser himself) more correct and restrained toward the U.S. in recent months.

Just as real economic progress will stabilize Egyptian independence, so the habit of independence may even some day cure the neurosis. Egypt may then begin to realize that Western institutions of law and order, freedom and sensible economics, are worth copying and can be adapted without fear. And if Egypt comes that far, her powerful example will spread to other Arab lands, whether under the name of *al Uruba* (Pan Arabism) or not.



# SOUP 'N SANDWICHES

**COOL SUMMER MEALS NEED ONE HOT DISH!  
MAKE IT EASY! MAKE IT SOUP!**



**M'm! Good! Nourishing good!**

A husky ham-and-cheese sandwich ... with Campbell's Tomato Soup as your delicious "one hot dish." Quick to fix, too! All Campbell's Soups are ready in just 4 minutes.

**A lunch that peps you up**

when the weather gets you down. The sandwich — a favorite: peanut butter and jelly. The "one hot dish": Chicken Noodle Soup ... delicious every time 'cause it's Campbell's.



**Wholesome combo! Thrifty, too!**

Have an egg-salad sandwich. Campbell's Vegetable Soup as your "one hot dish," gives you 15 garden vegetables. Like all Campbell's Soups, costs less than 7¢ a serving.

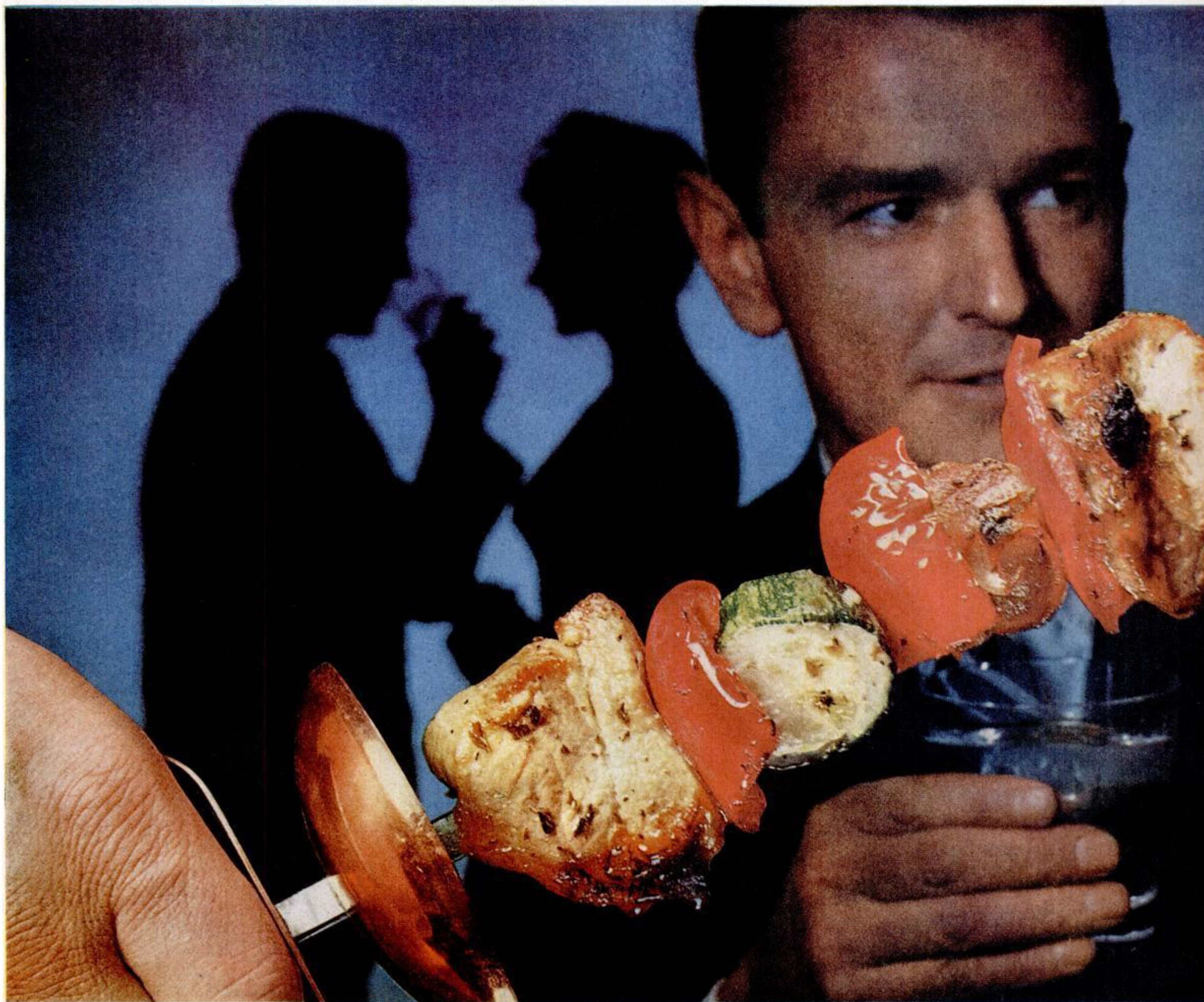


ONCE A DAY... EVERY DAY—SOUP!

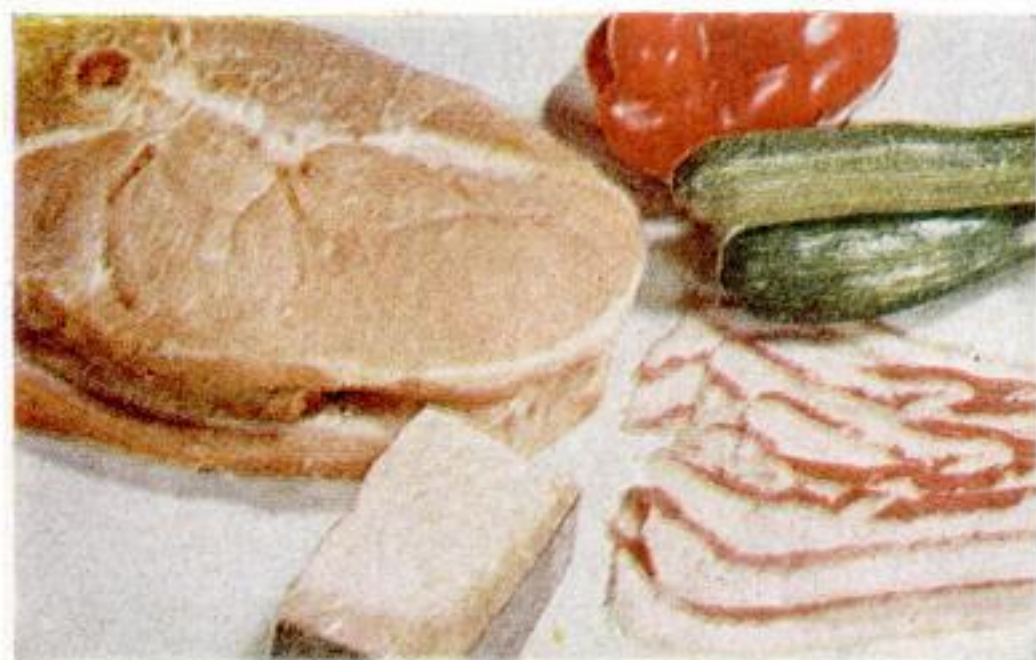
**HAVE YOU HAD YOUR SOUP TODAY?**



SEAGRAM'S GOLDEN GIN MAY ALSO BE OBTAINED IN CANADA. SEAGRAM-DISTILLERS COMPANY, N.Y.C. 94 PROOF, DISTILLED DRY GIN, DISTILLED FROM AMERICAN GRAIN.



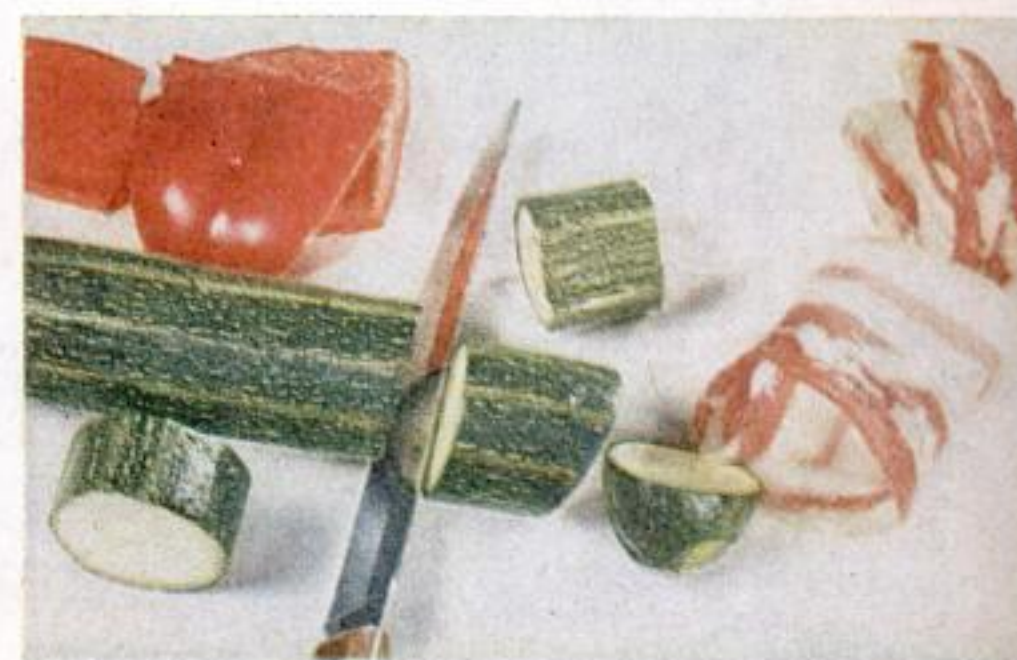
## COOL APPROACH TO SIZZLING SWORDSMANSHIP



Tack on to wife's shopping list: 2 veal cutlets or lamb steaks  $\frac{3}{4}$  in. thick ( $2\frac{1}{2}$  to 3 lbs. will amply serve 6), 1 lb. thin green zucchini, 2 or 3 sweet red peppers,  $\frac{1}{2}$  lb. Parmesan cheese and 12 slices bacon. Now...ready?



Cut meat into  $1\frac{1}{2}$  in. squares. For shortcut marinade: Mix 1 tsp. oregano with 1 cup thin Italian or French dressing. Sluice over meat and let sit for 2 hours at room temperature. (Check supply of Seagram's gin!)



More surgery: Scrub zucchini well. Cut into slices  $\frac{3}{4}$  inch thick. Carve peppers into  $1\frac{1}{2}$  inch pieces. Cut cheese into 1 inch squares  $\frac{3}{4}$  inch thick. Now wrap each cheese square completely in a slice of bacon.





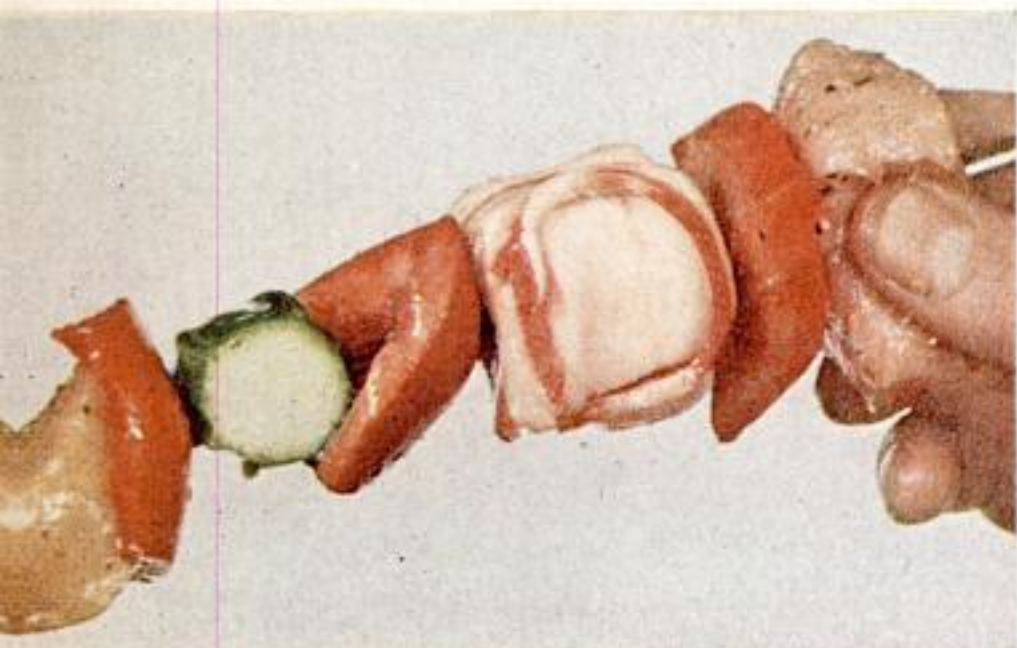
Outdoor chefs—en garde! This is Italian Grillade and it's subject to attack at first sight. To parry any premature plunder, distract your guests with delicious gin and tonics made with Seagram's gin. Because this *improved* spirit rises to dryer, higher *and* smoother heights than the usual gin, it puts new pluck, polish and personality into *any* summer drink—tall or short. Its appetizingly higher 94 proof is more than a match for fruit, fizz, other embellishments.

FREE: 36-PAGE BARBECUE COOKBOOK.

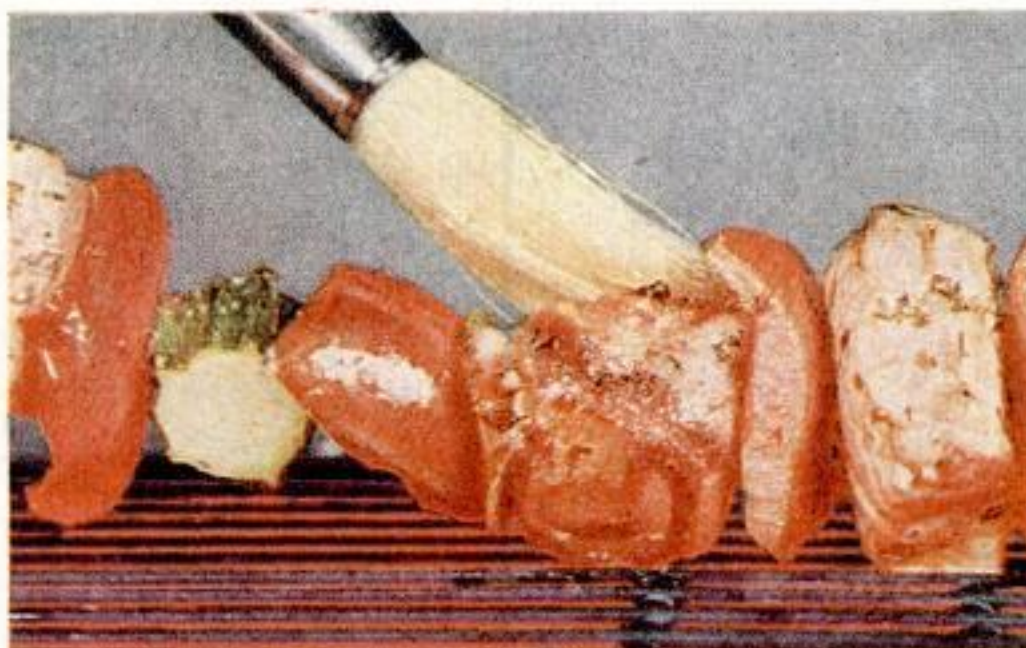
WRITE SEAGRAM-DISTILLERS CO., BOX 231, NEW YORK 46.

## SEAGRAM'S GOLDEN GIN

HIGHER 94 PROOF AT NO EXTRA COST



Get fire going now. Thread skewers in this order: Meat, pepper, zucchini (pierce through skin), pepper, bacon-wrapped cheese, pepper. Repeat, ending with extra meat. Make up extra skewers because they'll go fast!

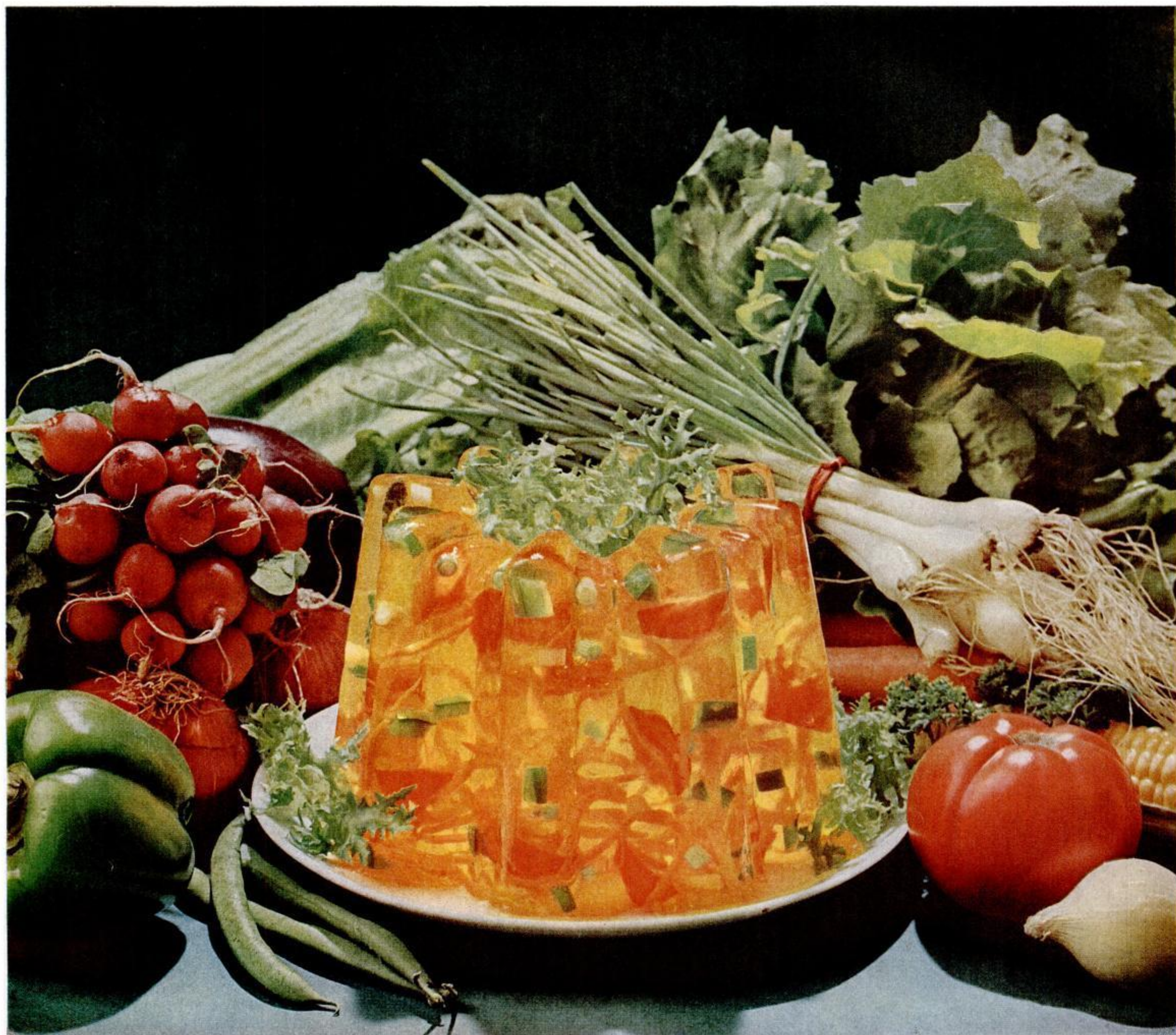


Brush the full skewers with marinade. Broil 2 to 3 in. from heat about 20 min. turning often, until bacon is golden, vegetables tender-crisp. (Stop! It's cool drink time for all with Seagram's—the spirit with *spirit*.)



Serve this glorified grillade with salad, and rice cooked with bouillon. By now, guests know you're a master chef *and* a master mixer. The secret? Seagram's gin, heart and soul of the world's most refreshing drinks!





## It's National **Simmer-Down- With-A-Cool-Jell-O-Salad** Week!

Summer is a-simmering. All the world is wilting—except you. All because you're smart enough to know that this fresh vegetable Jell-O Salad is the coolest dish this side of Alaska!

Revive your family with this rousing Jell-O Summer Vegetable Salad today!

Don't let this week  
go by without



### Jell-O Summer Vegetable Salad

1 package Lemon Jell-O • 1 tsp. salt • 1 cup hot water  
 $\frac{3}{4}$  cup cold water • 1 tbs. vinegar • dash of pepper  
 2 tbs. minced green peppers • 3 tbs. chopped scallions  
 $\frac{3}{4}$  cup diced fresh tomatoes •  $\frac{3}{4}$  cup grated carrots

Dissolve Jell-O and salt in *hot* water. Add cold water, vinegar and pepper. Chill until slightly thickened. Fold in vegetables. Pour into molds and chill until firm. Unmold on salad greens and serve with mayonnaise or French dressing. Makes 6 servings.



Jell-O is a registered  
trade-mark of  
General Foods Corp.





AT PRESS CONFERENCE IN RIO JAIL, SWINDLER BIRRELL PROTESTS, "I NEVER TOOK A PENNY FROM ANYONE. . . I'VE COME TO CREATE NEW INDUSTRIES IN BRAZIL"

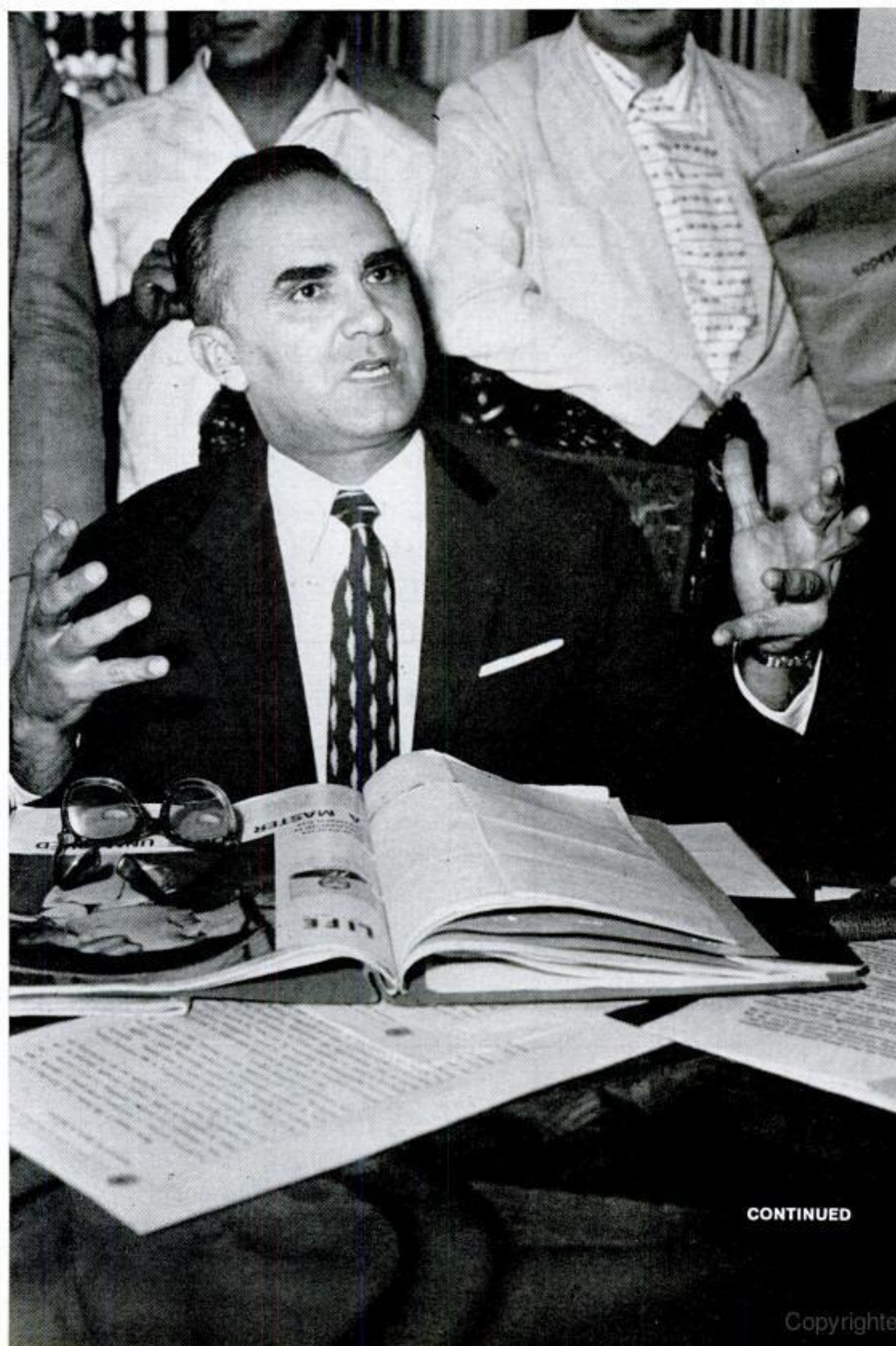
## A SWINDLING ROGUE IS FOUND IN RIO

The neatly dressed, puffy-faced American above is a man in trouble, a man whose fantastic web of chicanery and collusion has collapsed. At 52, Lowell McAfee Birrell, wanted in the U.S. for a \$14 million stock swindle and the object of an international manhunt, had been run to earth in Rio de Janeiro, Brazil. He was tracked there by the New York district attorney's office which traced over 100 worldwide telephone calls Birrell made while at a Montreal hotel. These led them to a Toronto hotel where his sister had stayed and made calls to a phone number in Rio. The Rio police were tipped off. Using *LIFE's* account (*right*) to determine Birrell's looks and past, they located the phone and found their man.

Birrell would admit only to a high-living exile of country-hopping that included Cuba, Spain and, in one 17-day period, 10 trips between Paris, London, Geneva and Montreal. But he had made one mammoth mistake. Instead of his legal U.S. passport, Birrell used a phony Canadian passport to enter Brazil—long the mecca for American big-money absconders because it has no extradition treaty with the U.S.

Birrell plans a legal fight against expulsion for false entry. Characteristically, he has begun to palm himself off in press conferences as a much-maligned but simon-pure U.S. millionaire. But Birrell's farewell to Rio could likely be the same as Alec Guinness's in *The Lavender Hill Mob*. Guinness, playing a far more engaging rogue, finishes recounting his escapades, then rises handcuffed from behind the table of a swank South American hotel. If Birrell is expelled from Brazil, like Guinness, he will have no place to go but home to New York, to face the music.

**RIO POLICE CHIEF**, Colonel Crisanto Figueiredo, talks with his aides and reporters while displaying the Birrell dossier—primarily the July 20 *LIFE* story. →



CONTINUED





## How to take it easy at home (and visit out of town, too)

**Call your family and friends Long Distance.** You can enjoy a real "get-together" with out-of-town folks without ever getting out of your easy chair. Just pick up your phone and share the latest news.

It's a great feeling to know that everything's OK and your family and friends are doing well. And you'll keep that good feeling long after you've made your call.

### LONG DISTANCE RATES ARE LOW

*Here are some examples:*

Charleston, W.Va. to Pittsburgh . . .	55¢
Milwaukee to Minneapolis . . .	75¢
Newark, N.J. to Cleveland . . .	85¢
Boston to Chicago . . . . .	\$1.30
Seattle to Washington, D.C. . . .	\$2.00

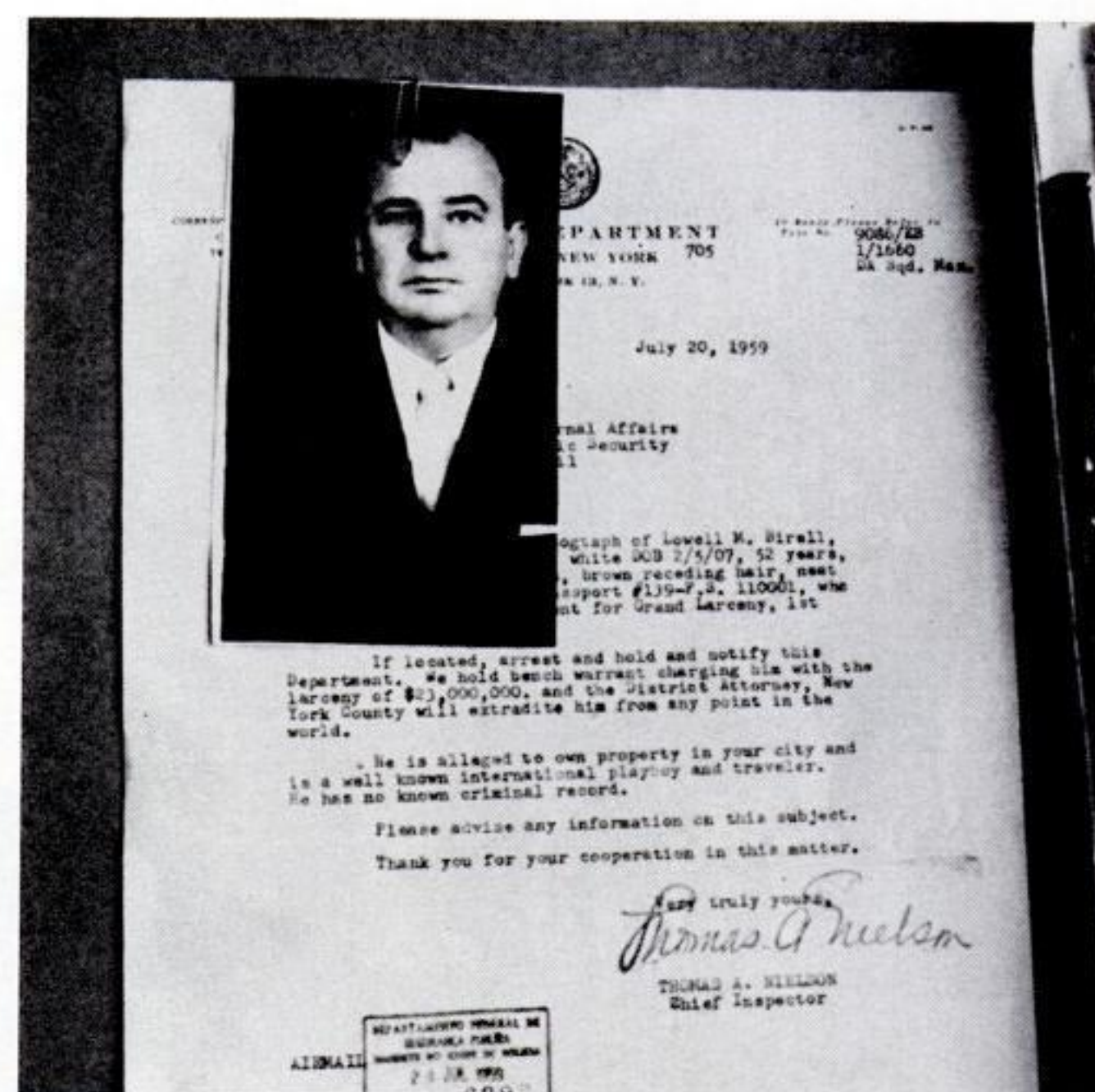
These are the Station-to-Station rates for the first three minutes, after 6 p.m. and all day Sunday. Add the 10% federal excise tax.

**BELL TELEPHONE SYSTEM**

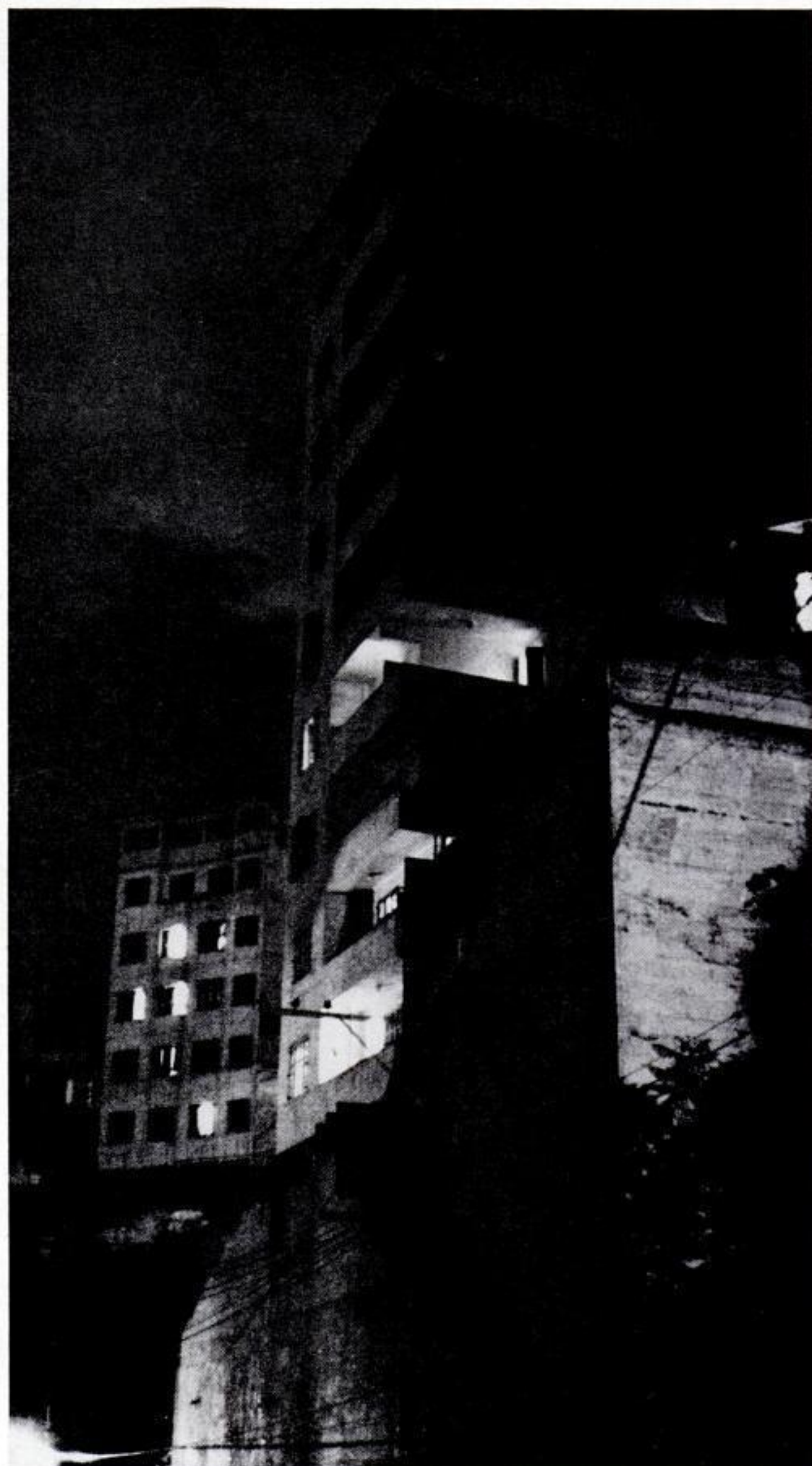
CALL BY NUMBER. IT'S TWICE AS FAST.



## SWINDLING ROGUE CONTINUED



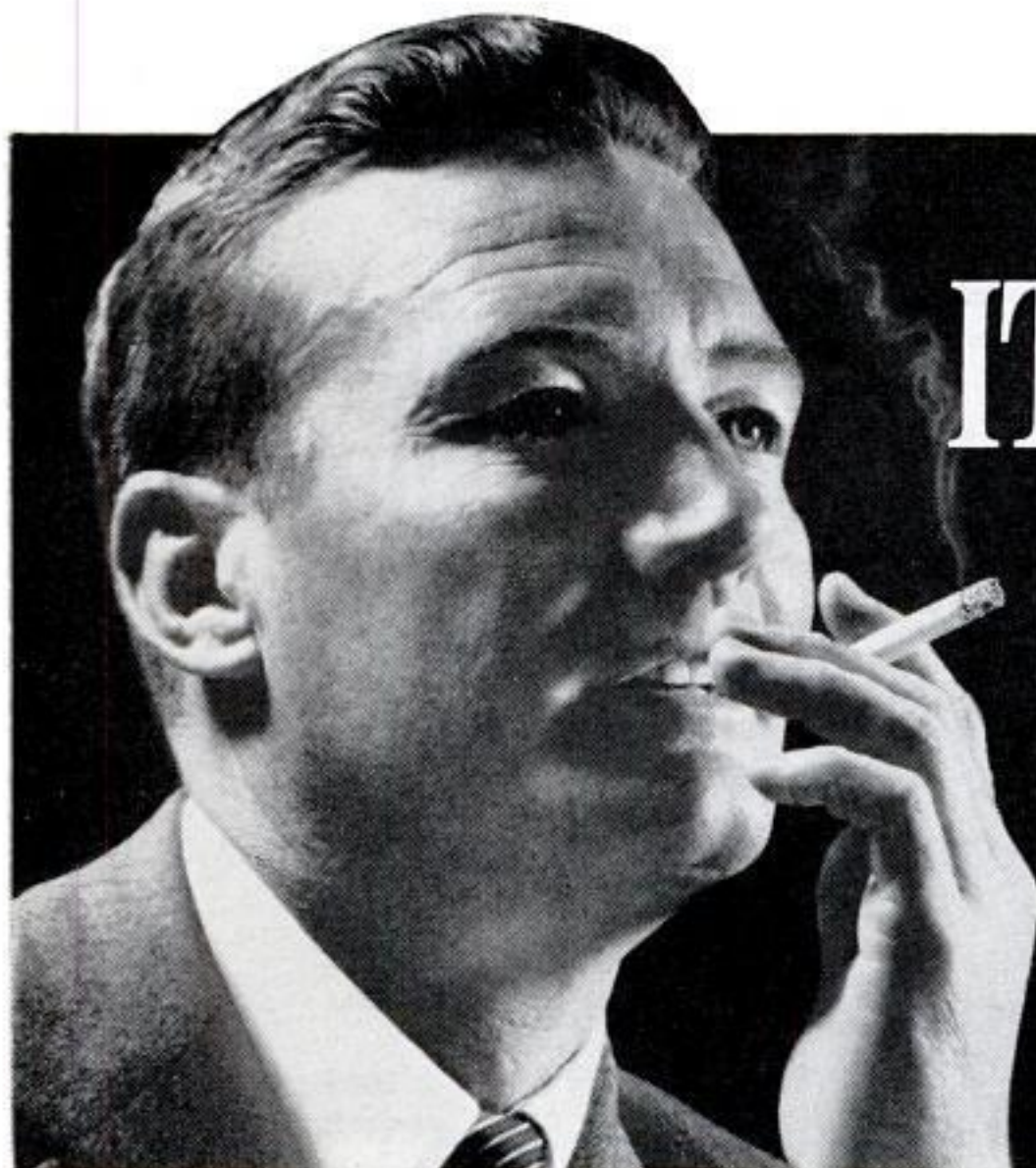
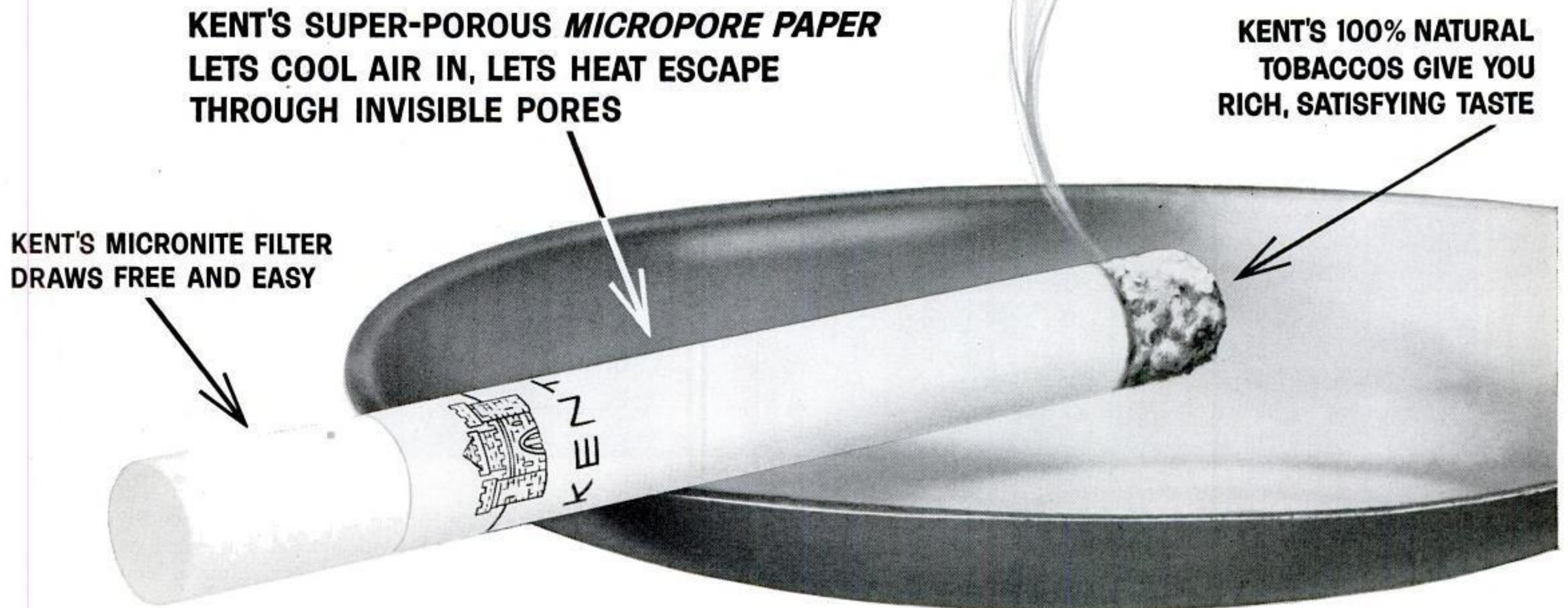
NEW YORK POLICE LETTER and snapshot of Birrell were sent Rio police following cable asking his arrest and suggesting they check LIFE for rundown.



BIRRELL'S HIDEAWAY where he holed up as paying guest of hotel porter is marked by second balcony from bottom. Arrest was made in front of building.



*Whether it's the paper ...or the filter ...or the tobacco blend,  
Kent's the best ...from end to end!*



**IT MAKES GOOD SENSE  
TO SMOKE KENT...**  
and good smoking, too!

Kent has reduced tars and nicotine  
to the lowest level among all leading brands.

**KENT FILTERS BEST**

*for the flavor you like*

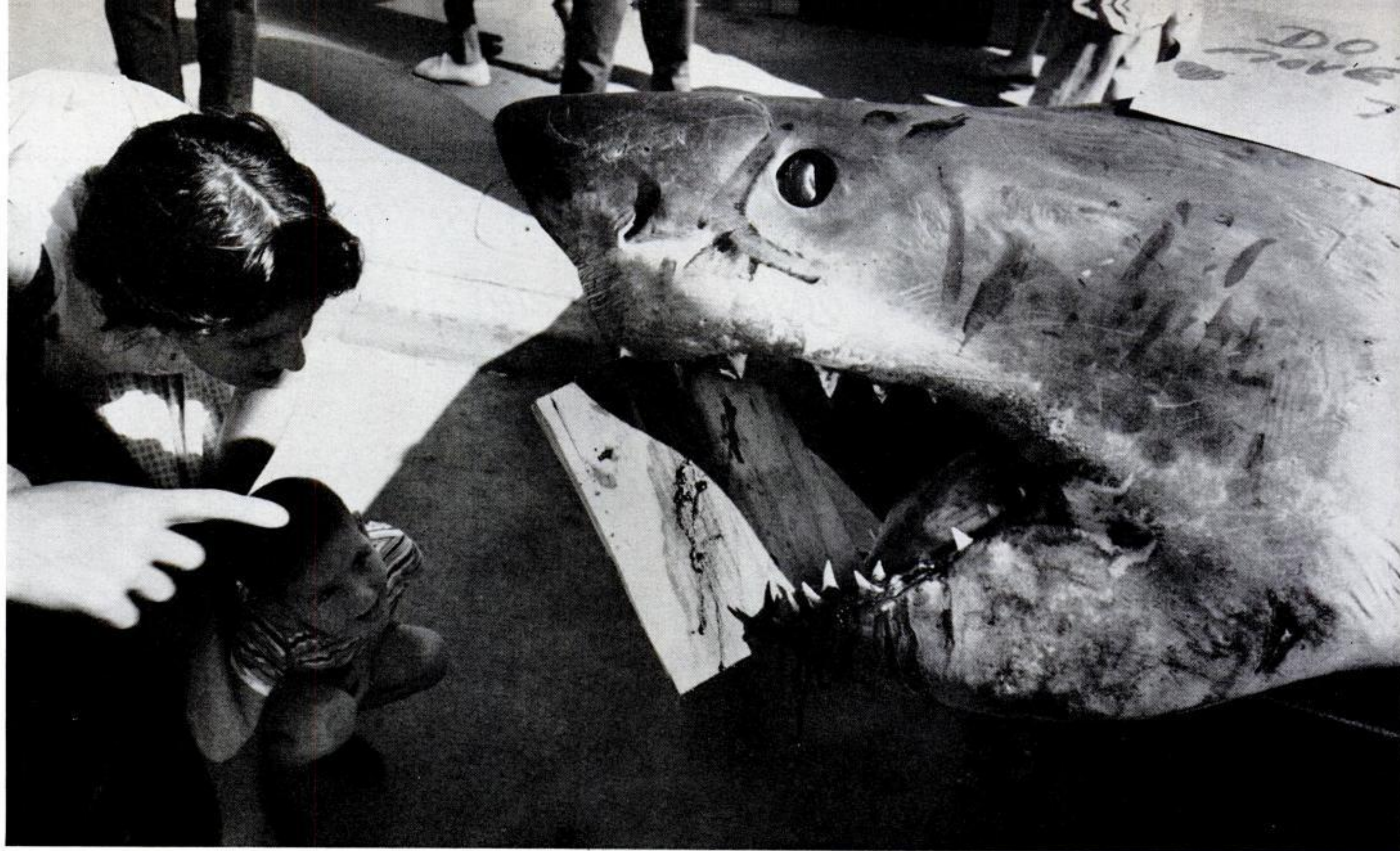


KING SIZE • REGULAR SIZE  
ALSO AVAILABLE IN CRUSH-PROOF BOX

A Product of P. Lorillard Company — First with the finest cigarettes — through Lorillard Research!

© 1959, P. LORILLARD CO.





## IN TEETH OF A SHARK SCARE

"Oh the shark has pretty teeth dear/and he shows them a-pearly white. . . ." goes the song *Mack the Knife*. Californians, currently in a shark scare, saw little humor in the teeth of the 14-foot, 1,300-pound shark above—the fifth and biggest to be netted in one week near San Francisco. In May a man-eater killed

a bather near the Golden Gate Bridge; then sharks killed one skindiver and attacked another off southern California. Ichthyologists blame two factors for increase in shark attacks: warming coastal waters attract more sharks, and today's swarms of swimmers—and skindivers—make encounters inevitable.



AT LOW SPEEDS—some spark plugs foul quickly. POWER TIP gets hot fast and stays hot to prevent fouling. Harmful deposits are burned away clean.



AT HIGH SPEEDS—some spark plugs overheat and pre-ignite the fuel. But POWER TIP stays cooler to effectively check engine-damaging pre-ignition.

## Auto-Lite Power Tip "fires up" your engine\* at all speeds!

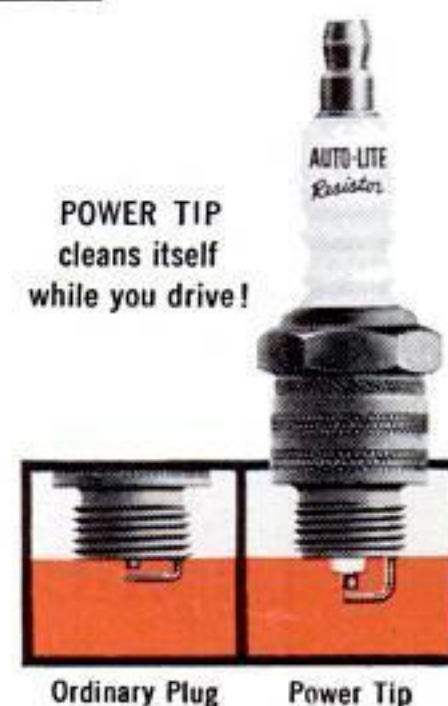


AUTO-LITE, the only spark plug with genuine POWER TIP, is the first spark plug ignition-engineered to deliver peak performance and economy in today's high-horsepower engines at all speeds!

TODAY'S "VARIABLE-SPEED" DRIVING is tough on spark plugs. Creeping at traffic-jam speeds quickly tends to foul ordinary spark plugs. And at higher speeds on the highway, overheating of ordinary spark plugs will rob you of engine power and can lead to destructive pre-ignition. Now you can "fire up" your car for top power and economy at *all speeds* with Auto-Lite Resistor Spark Plugs with Power Tip.

Ask your garage or service station to install Auto-Lite . . . the only spark plugs with Power Tip . . . and start enjoying top performance and economy from your car *now*.

\*Power Tip, with or without Resistor, is ignition-engineered for overhead-valve V-8 engines and for most overhead-valve 6-cylinder engines in all these cars—Buick, Cadillac, Chevrolet, Chrysler, De Soto, Dodge, Edsel, Ford, Hudson, Imperial, Nash, Lincoln, Mercury, Oldsmobile, Packard, Plymouth, Pontiac, Rambler, Studebaker.



# AUTO-LITE POWER TIP

Auto-Lite manufactures over 400 products, including Spark Plugs, Batteries, Wire and Cable, and Automotive Electrical Systems . . . sold throughout the United States and Canada.



# Budweiser®

*Where there's Life...there's Bud.®*

AHOY! Next time you buy beer take a reading. Budweiser is so proud of its ingredients, it lists them plainly on every label.







**MAN WITH A PLAN.** By following the simple steps of a Scotts Program, he'll have a lawn the whole neighborhood will envy.



# MAN WITH A PLAN

Now every lawn owner can have a  
better lawn. Scotts guarantees it!

What's the secret of a good lawn? It isn't hard work, and it isn't lots of money. Plenty of sensible people have tried both—and failed.

It certainly isn't the one-shot "miracle" products with their short-lived results and dismal aftermaths. *They* have done far more to discourage lawn owners than all the ills they claimed to cure.

## Thousands of families have found a way

How is it that so many families across the country are enjoying the pride and fun that only a good lawn can give—without hard work, without big costs, and without making a "career" of their lawns.

Their secret is simple. By using the *right* products, at the *right* time, in the *right* way, they have taken the chore and the mystery out of having a good lawn—once and for all.

They have done all this *by following a Scotts Program*.

## Who should follow a Scotts Program?

Not everyone wants the same kind of lawn. Some families would like to have a real showplace. Others want a lawn that will keep its good looks while taking plenty of hard wear.

Actual lawn problems vary just as widely. Some lawns are choked with crabgrass, some are overrun with weeds, others are starving, diseased or browned out by a brutal summer.

Years of Scotts Research have gone into the development of products and programs specifically designed to put these lawns in shape—and keep them there. Years of experience by Scotts lawn owners from Maine to California have proved the success of these products and these programs *in actual use*.

If you are fed up with the failures and frustrations of hit-or-miss methods, you are sure to welcome the way the Scotts Program makes it not only possible but *easy* to have the kind of lawn your whole family can be proud of.

## An astonishing promise from Scotts

You risk nothing when you decide to find out what a Scotts Program can do for *your* lawn, because Scotts makes you this extraordinary promise:

*A better lawn—or your money back!*

You can take advantage of this remarkable offer by visiting

your official Scotts Dealer today. There you'll find a complete selection of carefully-worked-out, easy-to-follow programs *in one handy leaflet*. A free copy of the SCOTTS LAWN SUCCESS GUIDE is yours for the asking.

In it you'll quickly find the Scotts Program that's *right for you*. No complicated prescriptions, no mysterious formulas, no small print. Scotts has spelled out clearly the full and simple details of the products you need, and when and how to use them, to guarantee yourself the kind of lawn you've always wanted.

The Scotts products needed in the program you select are *all* easy to use and ready to apply. *Walk* them on with the Scotts Spreader, and get even, accurate application and uniformly good results *every time*.

The typical Scotts Program takes less than an hour of your time a month—and costs less than \$5.00 a month for a 5,000 sq. ft. lawn. As you follow the simple steps of your Scotts Program, you're completely protected by Scotts unconditional money-back guarantee.

## Why now's the best time to begin

Most lawns are at low ebb at this point in the summer. You'll need to allow a month or so for your Scotts Program to clear out crabgrass, weeds or other problems. By starting now you'll be ready to seed this *fall*, to take advantage of the best time of the entire year to put new life into your lawn, to establish the basic good turf that can be maintained so easily and so effectively, *year-round*, with a regular Scotts Program.

Right now, better department, hardware and garden supply stores who display the official Scotts Dealer Certificate are ready with *your* copy of the SCOTTS LAWN SUCCESS GUIDE. It's your first step to a better lawn!

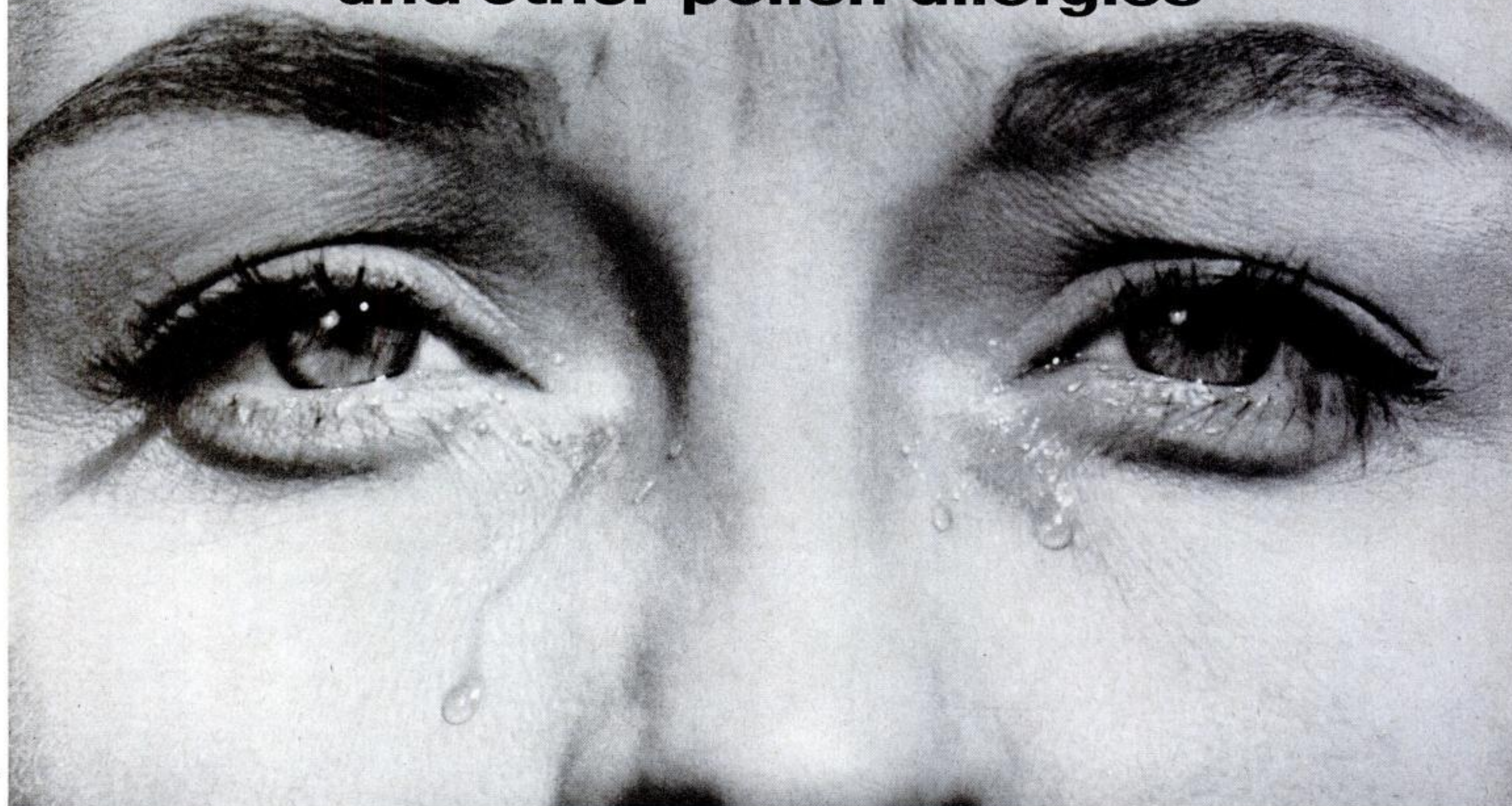
## You be the judge!

A better lawn—or else. That's our promise, and you're the judge. If *for any reason*, later this fall or even next spring, your lawn does not show the real improvement we promise . . . if you aren't convinced that the Scotts Program you've been following is far more rewarding than any approach you've ever used . . . simply mail us the sales receipts for the cost of your Scotts Program to date—and we will refund your full purchase price, promptly and cheerfully. Fair enough? O M Scott & Sons, Marysville, Ohio. ©1955

Scotts<sup>®</sup>...first in lawns



# Here's new relief from miseries of **HAY FEVER** and other pollen allergies



## Revolutionary 3-layer tablet acts directly on **CRITICAL AREAS** of **POLLEN IRRITATION**



**DRISTAN** is the exclusive 3-layer tablet discovery which for the first time makes it possible to unite certain medically-proven ingredients into *one fast-acting uncoated tablet*.

Working through the bloodstream, **Dristan**:

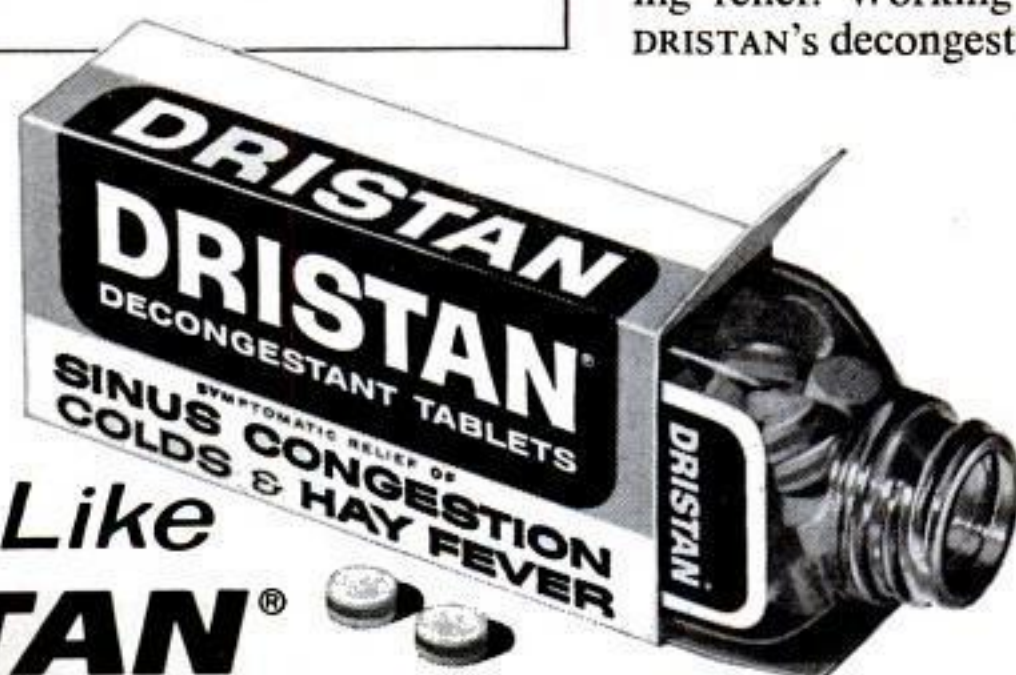
- 1. DECONGESTS** swollen nasal passages.
- 2. RELIEVES** watery itchy eyes... checks sniffles, sneezing... restores free breathing.
- 3. PROTECTS** against further pollen irritation.

This season, you don't *have* to suffer the maddening miseries of hay fever and other pollen allergies.

**DRISTAN** Decongestant Tablets... remarkable medical achievement... bring quick, long-lasting relief. Working through the bloodstream, **DRISTAN**'s decongestant and anti-allergic actions

reach *all* delicate pollen-irritated membranes. Shrink swollen tissues... drain clogged passages. Breathing becomes free, deep and natural. Moreover, **DRISTAN** sets up a special protective barrier to curb further pollen irritation. *This* is **DRISTAN**'s kind of relief... swift, prolonged, effective.

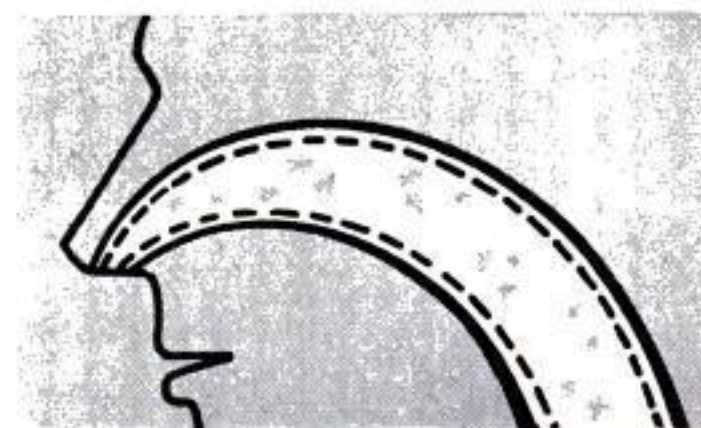
Millions already depend on **DRISTAN** for relief of hay fever miseries. Why don't you? This season, be ready for the pollen invasion. Get **DRISTAN** Decongestant Tablets. And... *important*... accept no substitutes!



There's  
Nothing Like  
**DRISTAN**<sup>®</sup>  
Decongestant Tablets



**BEFORE:** With hay fever and other pollen irritations, sensitive nose and head membranes become irritated. Tissues swell, passages clog, breathing becomes difficult.



**AFTER:** Swollen membranes decongested, drained by **DRISTAN**. Swelling is reduced, free breathing restored. And a protective barrier guards against further pollen irritation.



# THEIR SHELTERED HONEYMOON



GOING UNDERGROUND after wedding, Mr. and Mrs. Mininson kiss as they prepare for stay in bomb shelter.

The stunt might have been called "fallout can be fun." At the behest of a Miami bomb shelter builder, newlyweds Mr. and Mrs. Melvin Mininson this month subjected their budding marriage to the strain of 14 days (the crucial period of fallout danger) of unbroken togetherness in a 22-ton, steel and concrete 8x14-foot shelter 12 feet underground. When they emerged last week the Mininsons were in fine spirits and the stunt had produced some useful evidence on underground survival.

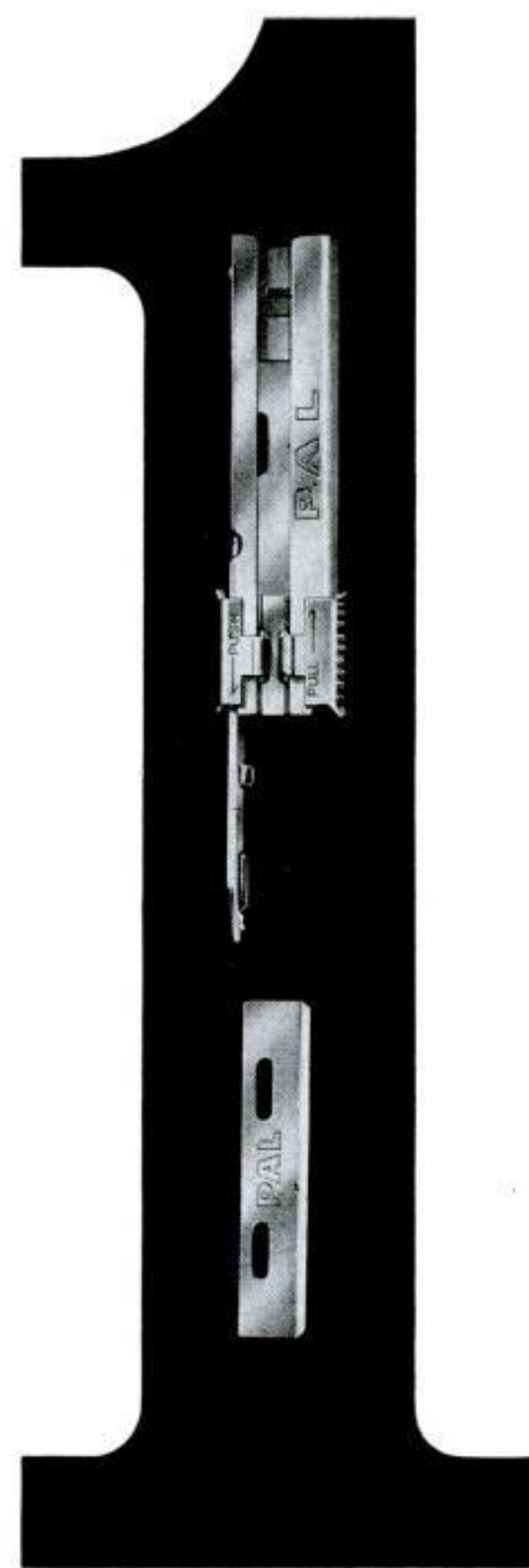
In the shelter (*next page*), the Mininsons had been hot and dusty but they did not suffer from claustrophobia until near the end. They found they could do without their fresh-air blower for six hours at a time without suffering ill effects. This could provide an important margin of safety in a real emergency. They wished they had taken a better variety of foods and more tools to fix little things that went wrong. These inconveniences of their confinement behind them, the Mininsons were now looking forward to two more weeks together, above ground in Mexico, on a holiday paid for by the grateful shelter builder.



"WEDDING GIFTS," which were mostly donated by the builder, included stocks of food and items of special

equipment to be used later in the shelter. The bomb shelter entrance is at right rear, on lawn back of small house.

CONTINUED



First in quality,  
first in economy:  
**Pal Injector Blades.**  
No better injector  
blade is made.  
**Pal Blades cost**  
**19¢ less** than other  
leading brands.  
**Pal's price:**  
**20 blades for 79¢**



Only PAL has used-blade vault

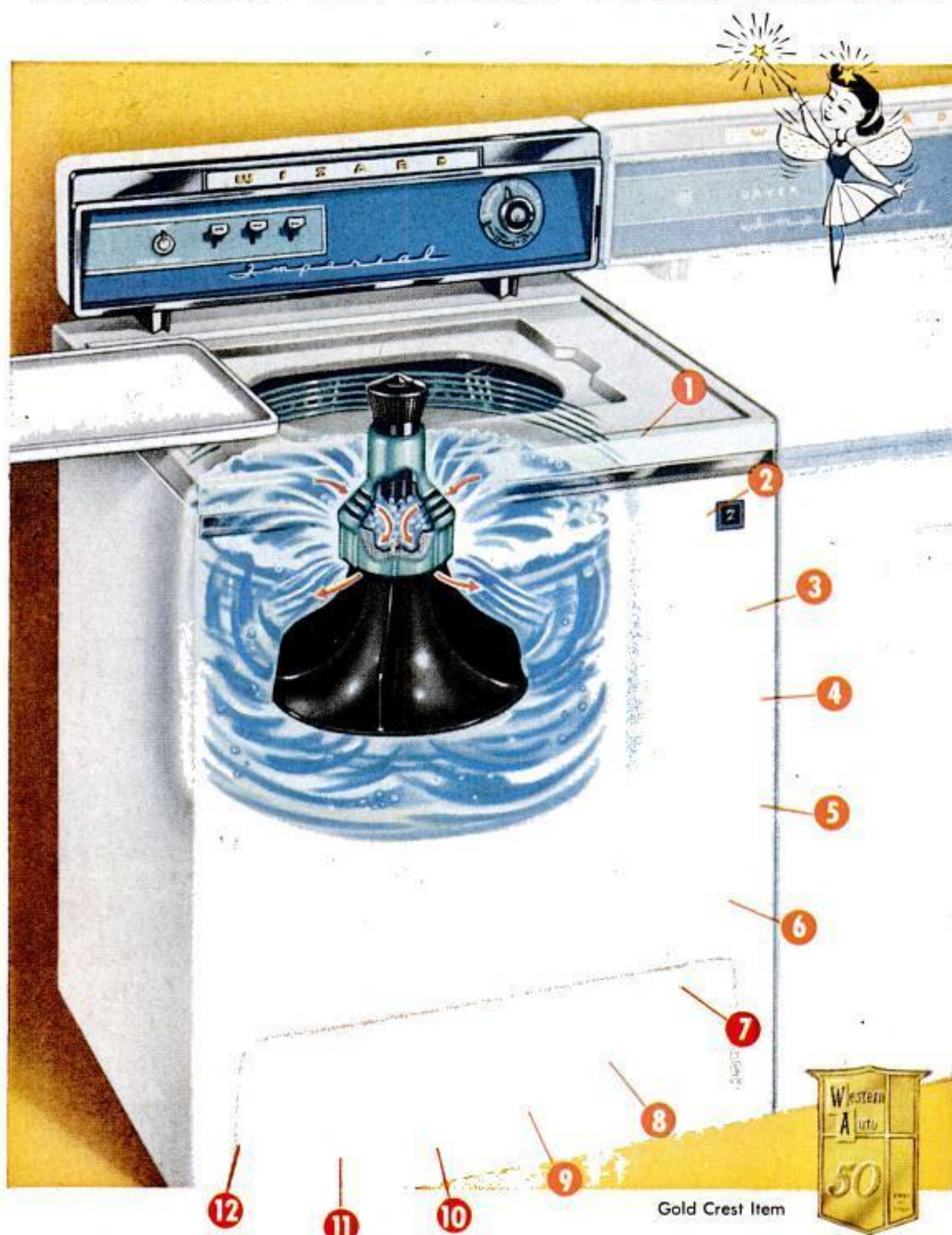
**PAL FITS ALL INJECTOR RAZORS**

PRECISION  PRODUCTS

**A-S-R PRODUCTS CORPORATION**



# Before You Buy Any Washer, Look At These 12 Most-Wanted Features You Get In This **WIZARD**



**2 Wash Cycles! 3 Temperature Choices! Plus Many Other Features of Washers Priced up to \$100 More!**

Look at all these Wizard benefits:

- 1 Full 10 lb. capacity makes long wash days short!
- 2 "Lint-Magnet" Filter traps even fine pocket-lint and dirt!
- 3 2 complete wash cycles scrub heavy clothes, caress dainty fabrics.
- 4 Water Saver lets you wash small loads safely, economically.
- 5 3 temperature choices for all types of fabrics.
- 6 10 rinses including deep Over-Flow Rinse to float away loose lint and dirt.
- 7 Porcelain top and tubs are acid-resistant... a lifetime finish.

- 8 Bakelite agitator is super smooth... can't snag clothes or rust.
- 9 Self-cleaning sediment trap flushes away heavy dirt and sand.
- 10 "Square-Flair" styling with the modern, built-in look for your home.
- 11 Pressure-proof fill assures perfect water level every time.
- 12 5-year guarantee on hermetically-sealed transmission.

**and...** you get every modern automatic washer feature you want at **big Wizard savings!** So visit Western Auto and see this stunning new **\$259<sup>95</sup>** Wizard Imperial soon. Only

Easy terms. \$10 down, \$3.25 a week.



Our **50<sup>th</sup>** Year

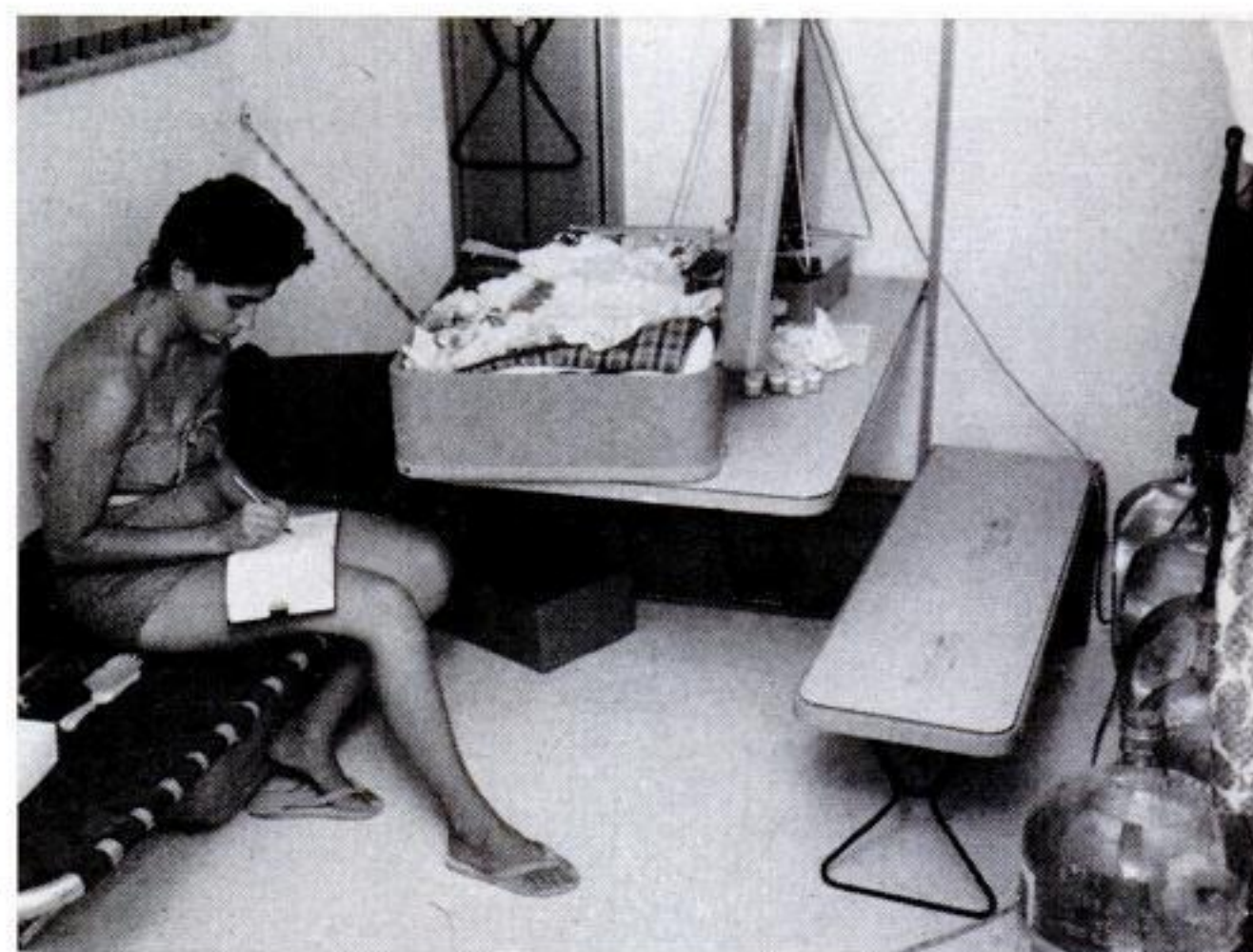
Serving 35,000,000 people each year with products engineered to the highest standards. More than 4,000 friendly Western Auto Stores and Associate Stores coast to coast to serve you.

**Western Auto**

STORES AND ASSOCIATE STORES

Western Auto Dealers own their own stores and fix their own prices and terms. Both may vary slightly in some parts of the U.S. (L89)

## SHELTERED HONEYMOON CONTINUED



**KEEPING DIARY**, Maria Mininson takes notes on progress of her sheltered life. She is lightly dressed in order to cope with temperature in high 80s.



**PASSING TIME**, Mininsons play rummy, using floor fan as a card table. They also enjoyed the services of telephone and radio, but no television set.



**COMING UP** to earth from underground, Mininsons said, "It's like heaven." They celebrated with a worldly party at a Miami Beach hotel that night.



THIS IS IT! A MEAL THAT SHOUTS

**MEAT, MEAT, MEAT** TO YOUR DOG!



## NEW **MEAT RED** KEN-L-MEAL

Real **meat** meal, carefully blended with other good things, gives it **meat** flavor, **meat** aroma, **meat red** color, plus protein and energy—in every bite!



Meat! You know how dogs love it. Now, here's a completely *balanced* dinner your dog will love as much as meat itself!

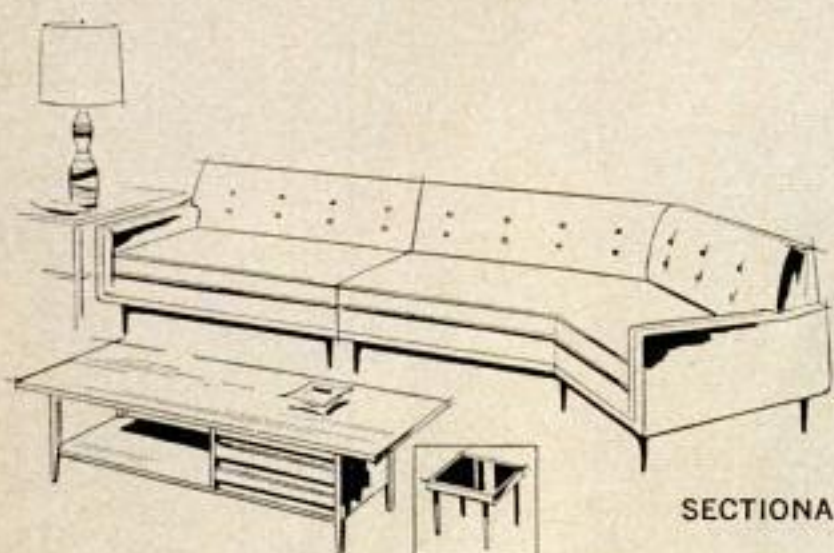
It's got the wonderful taste of meat. It's got meat aroma. A succulent, satisfying, come-and-get-it smell. It's got meat red color. The color of good fresh hamburger.

It's better than meat alone because it contains more nutrients than meat alone provides. Protein and energy in every bite. It's a blending of all the nutrients, vitamins, minerals that dogs are known to need—in one wonderful dog food. New Meat Red Ken-L-Meal . . . he'll never want anything else.



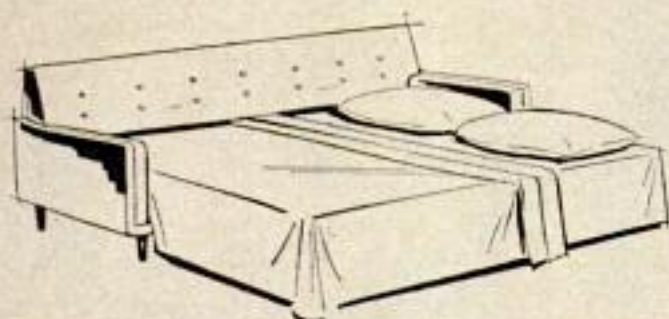
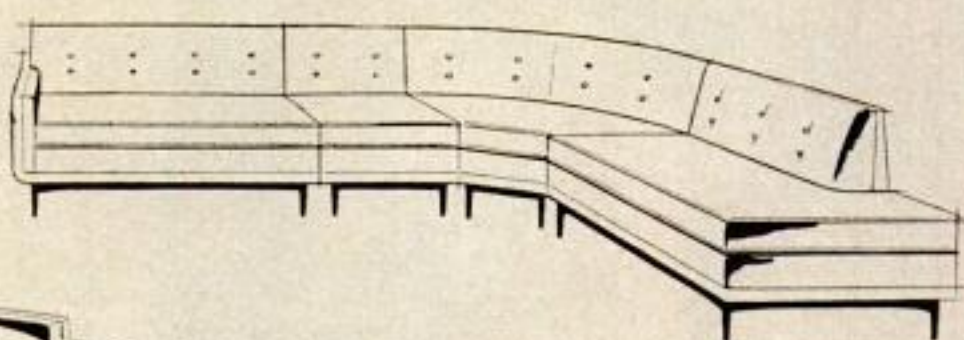
In 3, 5, 10 and 20-lb. sizes!





SECTIONAL GROUPINGS

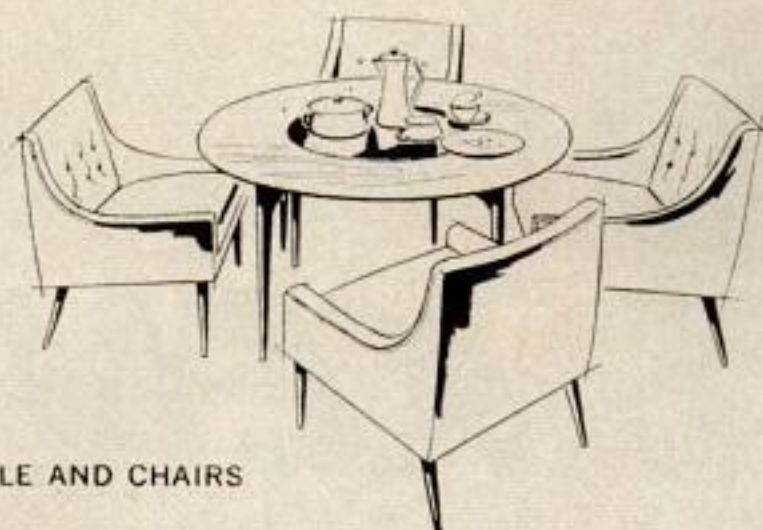
COCKTAIL TABLE with three "stowaway" TV snack tables.



SLEEP-OR-LOUNGE SOFA



RELAXER CHAIR



BRUNCH TABLE AND CHAIRS



New

Idea

Collection/

Now at last...with the thrilling New Idea Collection you can have furniture with the custom look...practically custom keyed to your family's individual needs...and at surprisingly moderate cost.

So flexible...so adaptable! Just name your wish and the New Idea Collection makes your wish come true! Wish for slim-smart sofas, chairs and sectional pieces cushioned with cloud-soft foam rubber...they're all yours in the New Idea Collection with Chromspun decorator fabrics in lavish "Spice of Life" colors, too!

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### Special "New Idea" Items to add new interest to your home!

ADD-ON UNITS with the built-in lock.

COCKTAIL TABLE with three "stowaway" TV snack tables.

BRUNCH TABLE with inset mar-resistant black plastic serving surface.

WALL VANITY WITH MIRROR and bench cushioned in foam rubber.

PANEL BED with adjustable-angle headboard for reading-in-bed comfort.

TEA CART, fully lined with mar-resistant plastic interior.

## a new concept in home decorating...styled for the young in heart

Wish for more and more storage space...a space and a place for everything...your Hi-Fi, your records, your radios, TV, books and knickknacks. Almost like magic they're yours with the wonderful new add-on units. Pick and choose the exact pieces you need from clever chests and decks...hanging wall units with adjustable shelves...each piece smartly designed to give you the custom look of a decorator-planned home!

See all the beautiful things this delightful new furniture will do for your home! See your Kroehler Dealer now!

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SOLITARY SURVIVOR ON BLOCK CLEARED FOR  
20-STORY BUILDING, A STILL-OCCUPIED BROWNSTONE  
IN EAST 60S FORLORNLY AWAITS THE INEVITABLE

Photographed for LIFE  
by DMITRI KESSEL  
and FARRELL GREHAN

# A NEWER NEW YORK

A giant construction boom reveals new faces of the great city





In the midst of New York's greatest construction boom, a remnant of the city's past stands desolate against a background of the new. This brownstone will soon give way, as did its block full of neighbors, to the latest changes in the ever-changing city. The process of tearing down and building up is going ahead at the fastest pace in New York's history. Nearly one hundred buildings a week crumble under the hammers and sledges of demolition crews. Sixteen office skyscrapers will be completed this year alone, along with dozens of big apartment houses and public housing projects.

The city pedestrian, hurrying beneath a scaffolding or glancing into an excavation, senses the change through dust, rubble and noise. But

on these pages the camera shows New York's dynamic transformation in a pattern of bold shapes and shimmering colors. Because little ground is left for further expansion in the heart of the city—Manhattan—the change begins with destruction, and in the scenes of demolition there still lingers the nostalgic suggestion of the lives a doomed building once held. Block-long excavations into the rock reveal the stupendous depth and dimension of the city's foundations. The dimensions of the fast-rising new towers are seen through the network of thrusting booms, cranes and cables. In both the construction and the glistening finished products New York retains the physical majesty which has long made it one of the world's most spectacular sights.

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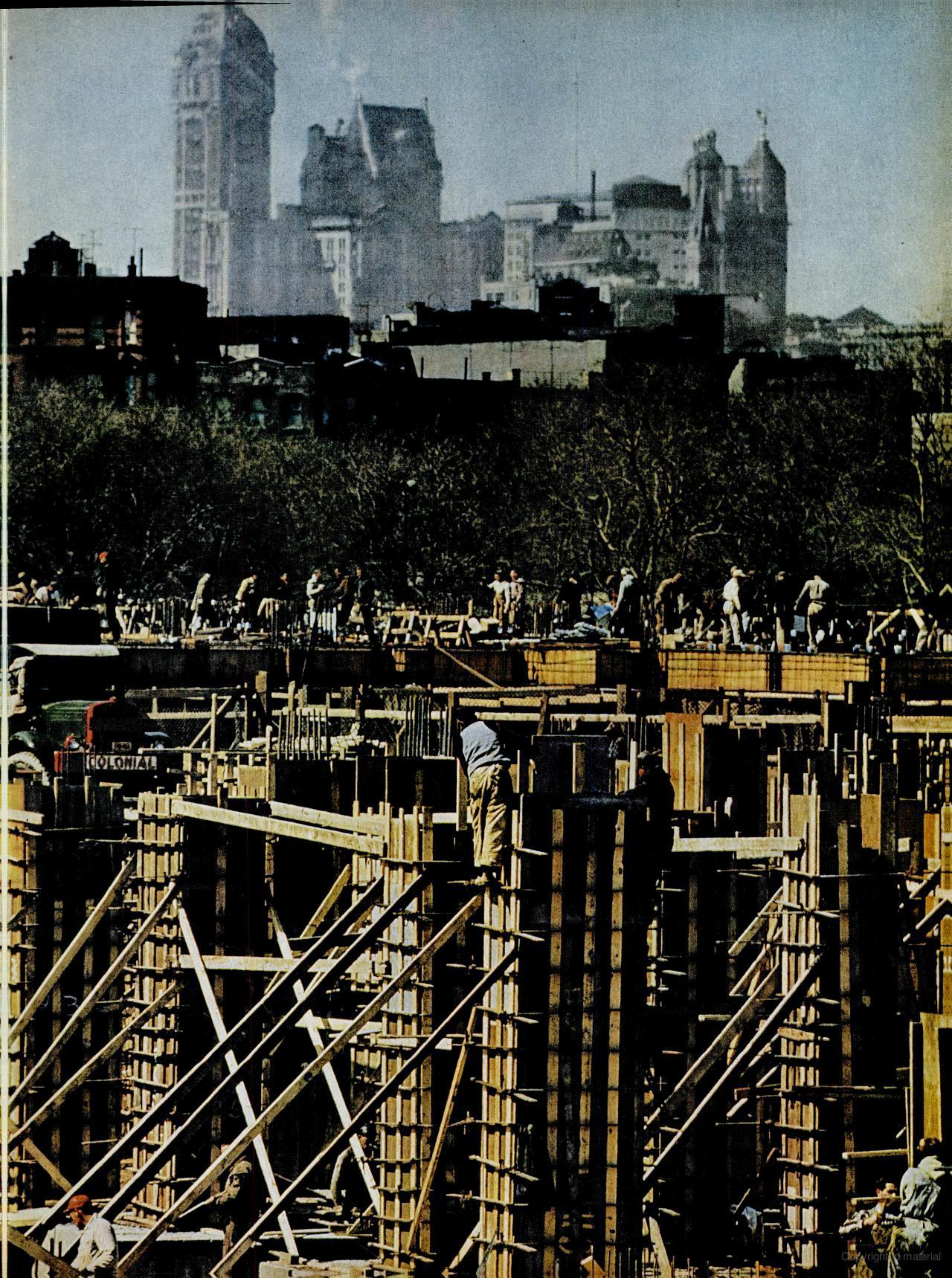




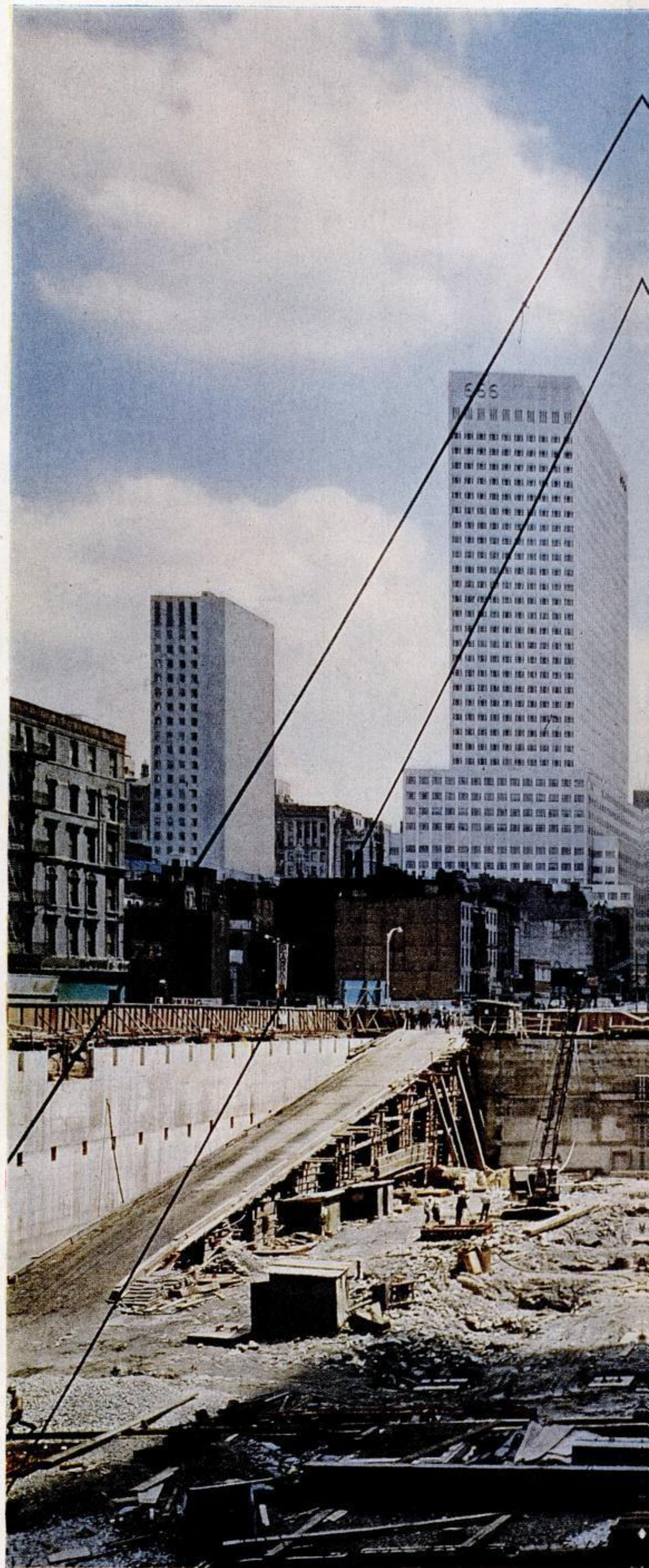
**B**ELOW A MIDTOWN STREET, 37 FEET DOWN IN A GRANITE CAVITY MINED OUT FOR FOUNDATION OF A SKYSCRAPER, WORKER TAKES TIME OUT FOR LUNCH

**A**AGAINST THE OUTLINE OF TENEMENTS AND TOWERS ON THE LOWER EAST SIDE, WORKMEN ASSEMBLE COLUMN AND FLOOR FORMS FOR A PUBLIC HOUSING PROJECT









**B**RACED ON A DERRICK, WORKERS ON FIRST NATIONAL CITY BANK BUILDING CROUCH ABOVE PARK AVENUE ACROSS FROM OLD STRUCTURE BEING DISMANTLED





**M**ACHINES AND MATERIALS SIT TOYLIKE IN HUGE EXCAVATION FOR EQUITABLE LIFE ASSURANCE BUILDING. AT RIGHT IS NEARLY FINISHED TIME-LIFE BUILDING

CONTINUED





**E**XPOSED BY WRECKING CREW, THE WALLS OF A SMALL APARTMENT HOUSE ON 89TH STREET STILL BEAR TRACES OF FORMER USES—STAIRS, FIREPLACES IN PASTEL WALLS

**A** HUGE CHUNK OF WALL FROM OLD BRICK BUILDING BEING DEMOLISHED THUNDERS DOWN ACROSS THE BRIGHT FACADE OF PARK AVENUE'S LEVER HOUSE



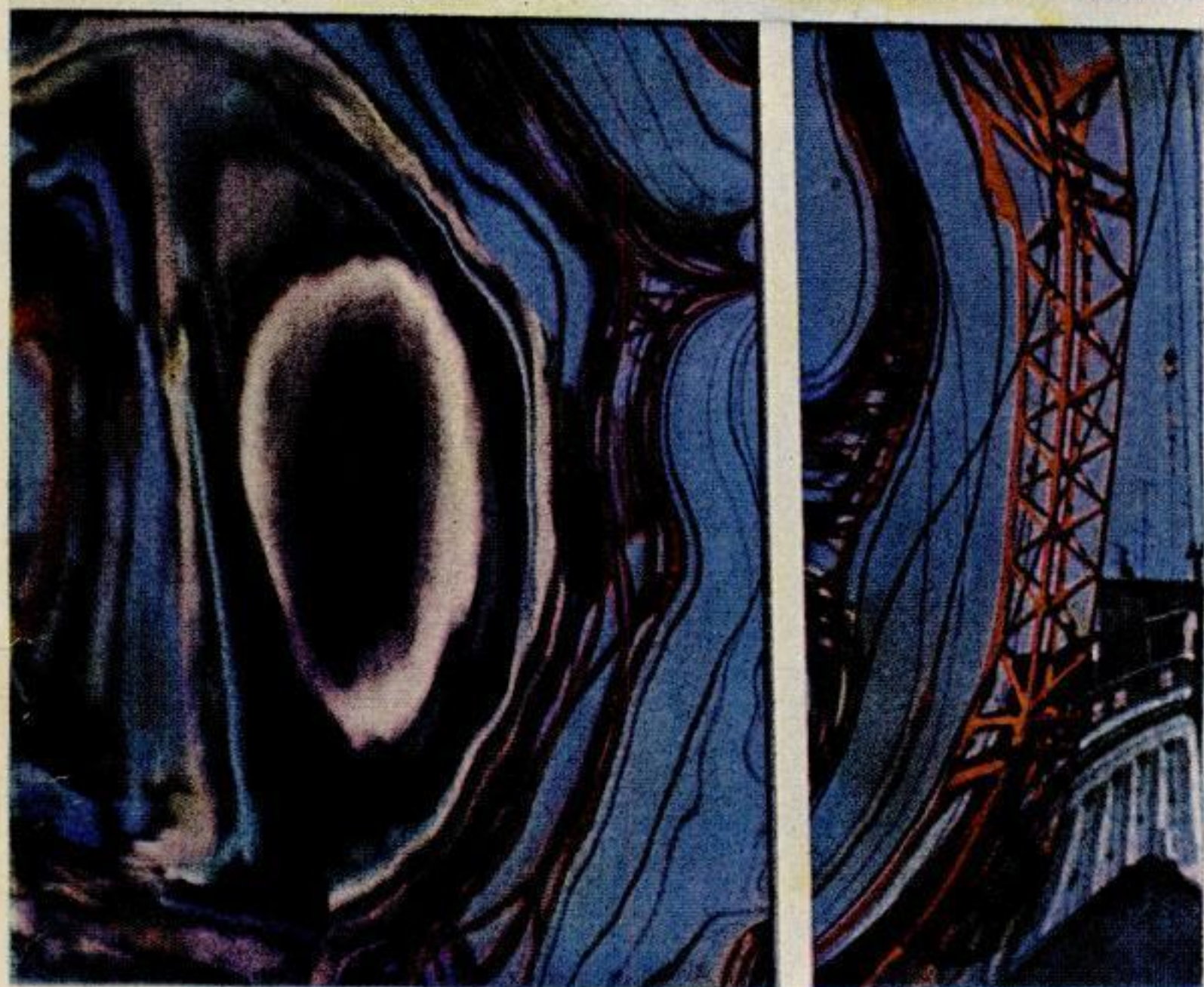
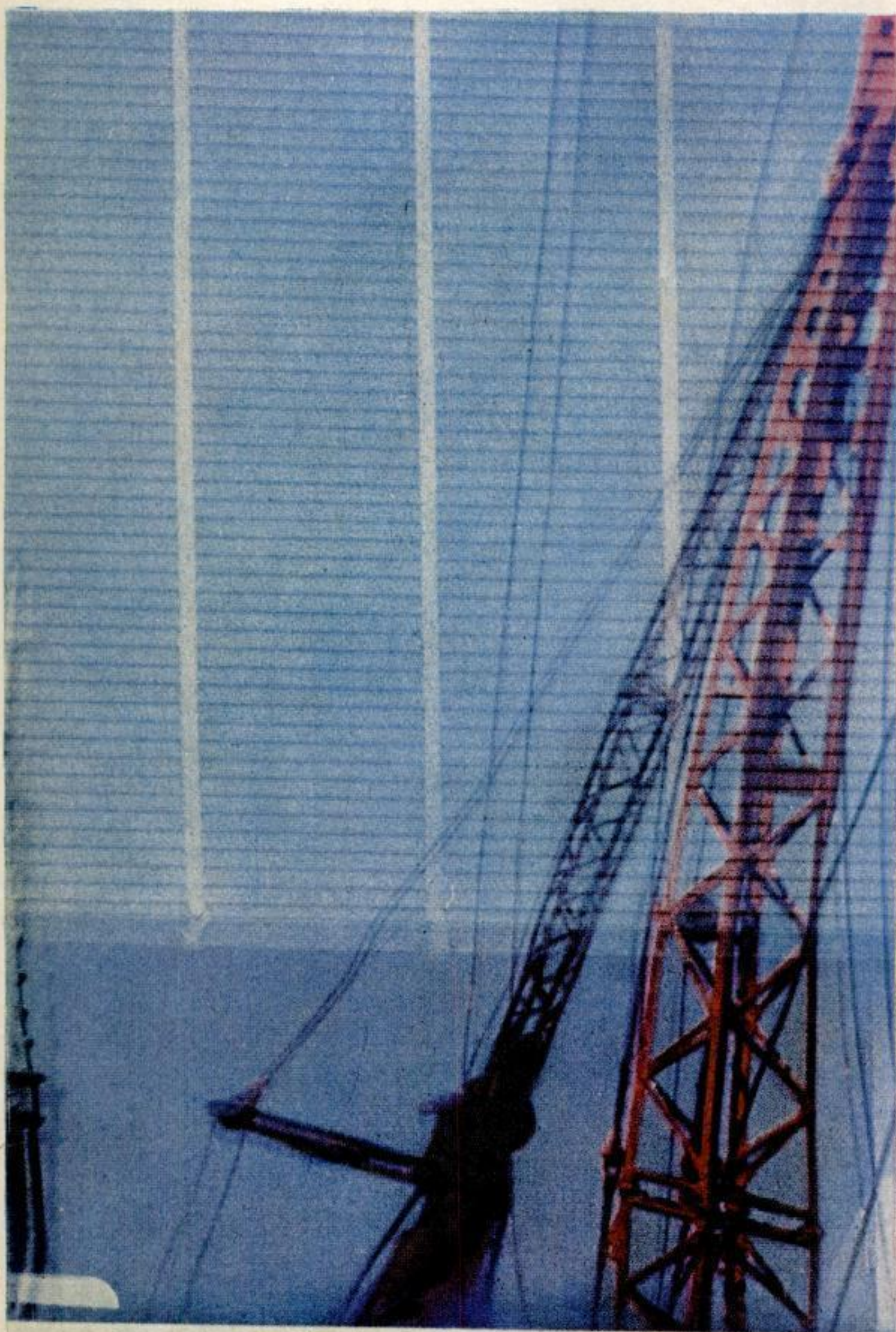






**I**N THE GLASS WALL OF LEVER HOUSE, CRANES, DERRICKS  
AND A CHURCH STEEPLE TOTTER AND TOWER IN AN  
ABSTRACT REFLECTION OF THE SCENES ACROSS THE STREET

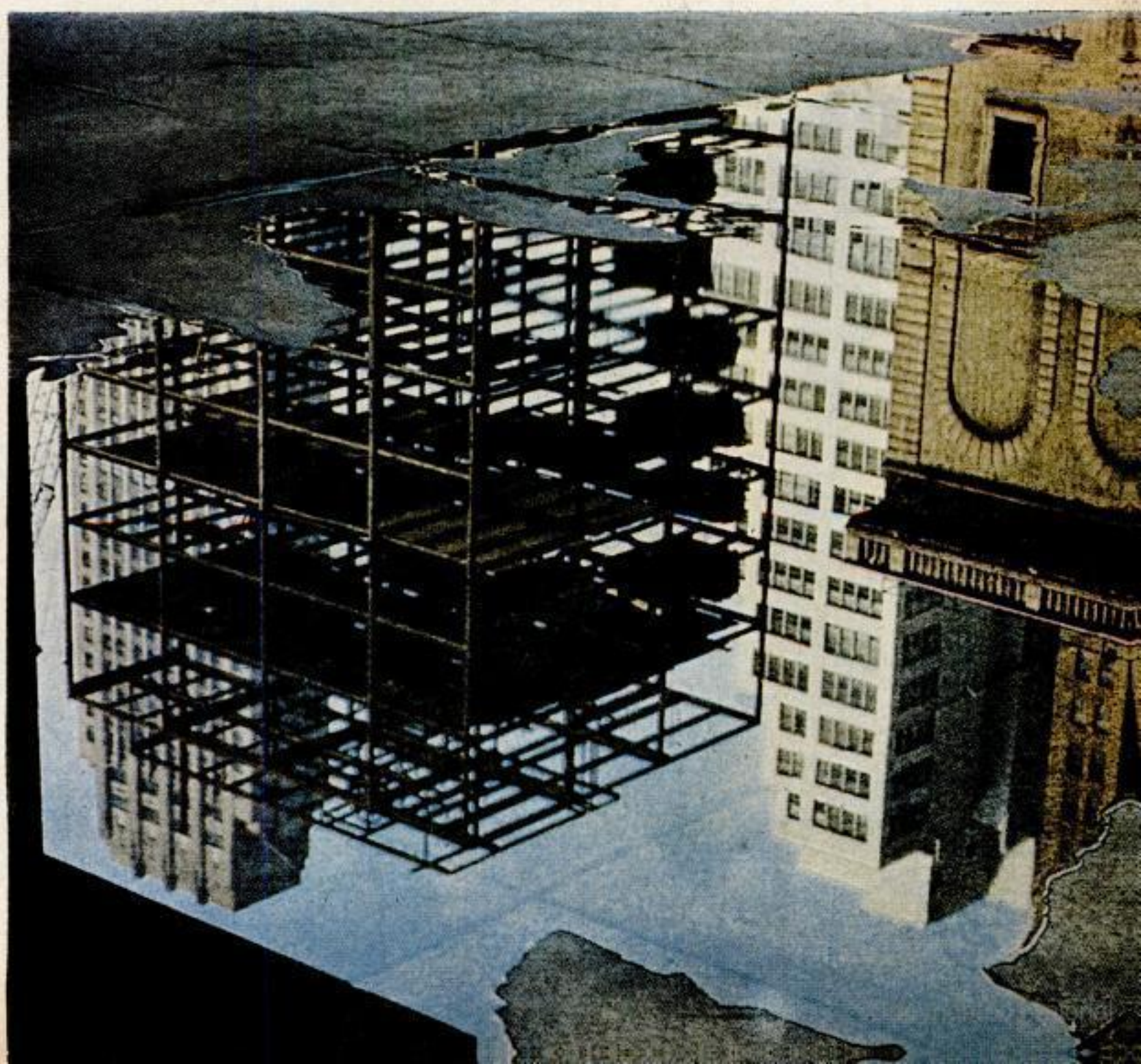




**M**IRRORED IN A RAIN POOL ON PARK AVENUE, SKELETON OF AN OLD OFFICE BUILDING STANDS NEXT TO THE HEAVY STONE WALLS OF NEW YORK'S RACQUET CLUB



**T**WO OLDER LANDMARKS, STONE SHAFT OF THE GENERAL ELECTRIC BUILDING AND DOME OF ST. BARTHOLOMEW'S, ARE FRAMED IN COLGATE-PALMOLIVE BUILDING'S GLASS AND STEEL











**T**HE GREAT GLASS WALLS OF CITY'S NEW ARCHITECTURE  
LINE PARK AVENUE FROM LEVER HOUSE (FAR LEFT) PAST NEW BUILDING  
WITH STILL-MARKED PANES TO THIS IMMENSE FACADE OF WINDOW





Good morning with sugar on it.

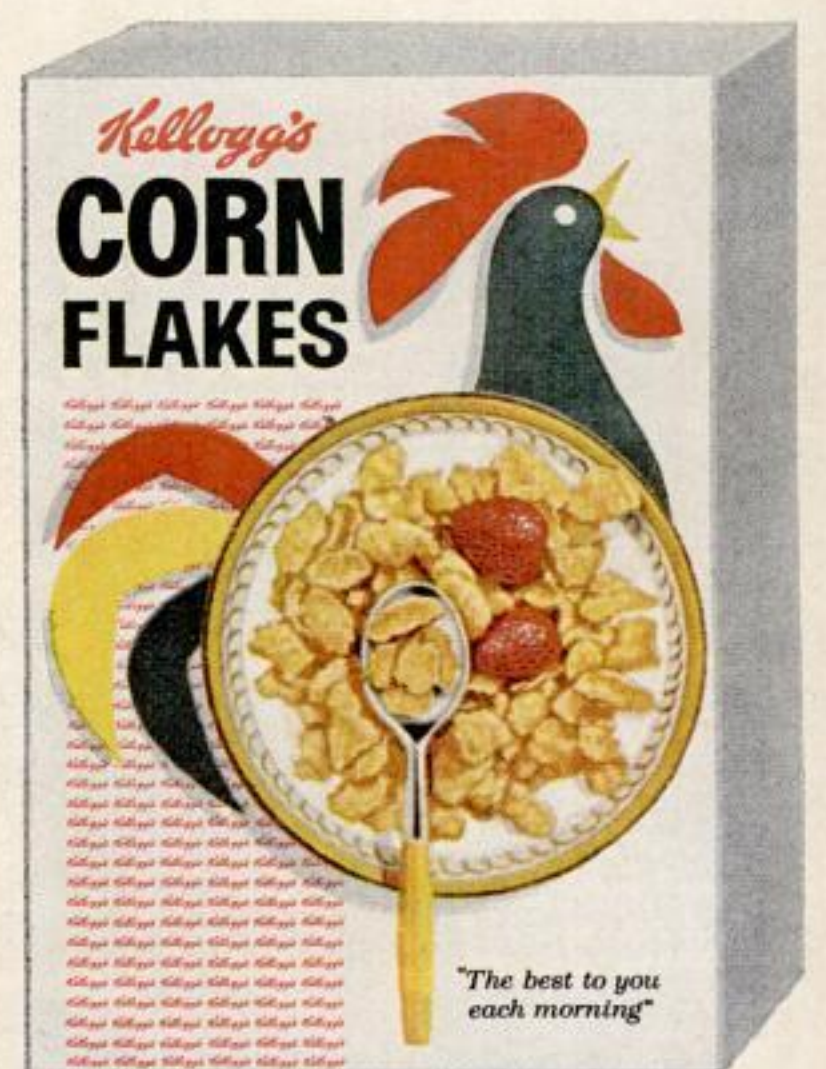
**“The best to you  
each morning”**

Best liked (*World's favorite*)

... Best flavor (*Kellogg's secret*)

... Worst to run out of

**Kellogg's** **CORN FLAKES**



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## TENANTS POUR IN, PRICES GO UP

The gleaming new shapes on the New York skyline advertise a realty boom that has produced record prices and multimillion-dollar mortgages. In midtown, where building competition reaches its peak, one square foot of office space costs far more than the legendary \$24 price which the Dutch gave Manhattan's original Indian landlords in 1624. The bronze-fronted Seagram Building on Park Avenue cost an estimated \$45 million, or enough to build moderate-priced homes for a city of 12,000. The average apartment house costs from \$3,500 to \$4,000 a room to build. Despite constantly climbing prices and the shrinking spaces, there is no visible end to the procession of builders, available mortgage money and companies and individuals who want to move into New York's shiny glass-faced buildings.

As with U.S. private home-building, most of the money for construction of New York's skyscrapers comes from mortgages. Insurance companies and banks insist on safeguards against reckless speculative construction. Agreements are usually made only when a builder can show long-term leases. Lining up tenants and putting up the structure are often the least of a builder's problems. One builder purchased a venerable 12-story apartment building on Park Avenue for demolition. It took him months to find all the tenants, many of them habitual world travelers, and before he could get them out, long-term tenants insisted on taking doorknobs and pieces of wall for souvenirs. Another major hazard to the builder is excavating old properties. New York's undercrust is laced with fissures and streams. Although builders make test borings before purchase, they often hit costly surprises later on. A builder on Central Park West unhappily dug into an old rock dump. His foundation cost him \$300,000 more than his original estimate.

Builders cannot cut down on foundations, but they have learned to put a ceiling on skyscrapers. "Height is expensive," says Norman Tishman, a major New York City builder, "and once you get above 40 stories you have to figure carefully when to cut off." The cost of additional elevator banks and the added time hauling workers and materials make higher floors generally uneconomical. Only two buildings to be completed in New York this year or next are above 50 stories.

The changes in New York's skyline are no more startling than the phenomenon that fills new buildings as fast as they are built and old ones as quickly as they empty. One explanation is that the U.N. has impelled many corporations from all over the world to set up offices in New York. Within the city there is a constant shifting of companies trying to keep up with other companies' buildings—all lured by the prestige of a new address in midtown. Instead of a predicted decentralization of companies, there has been a rush to get into the thick of things in the thick of Manhattan.

William Zeckendorf, president of New York's leading realty organization, Webb & Knapp, predicts office buildings will go on sprouting and people will keep filling them: "They come from all over the country to New York. The executive's wife decides they will move to New York. She says, 'John, you're the boss now. I've been doing the laundry and raising kids all my life. It's time we enjoyed opening nights in New York.' So the company packs up and moves to New York."



**BUILDING GRAPH** shows how new rentable area has grown from six new office buildings in 1955 to the 21 scheduled to be completed this year or next.

MAILED TO YOU FROM SPAIN

## Lace Mantilla-Scarf



**DRESS BY CEIL CHAPMAN,** outstanding American designer. The Spanish mantilla makes a flattering, versatile accessory.

## Exclusive Offer FROM WOODBURY SHAMPOO



Exquisite lace mantilla sent to you direct from Spain. Exciting accent for today's fashions! So feminine, so versatile! Triangle 45 x 30 x 30 inches. In black or white. (Why not get both?) For each, simply send \$1 and price panel from any size Woodbury Shampoo—or sales receipt. Remember, *only Woodbury* has the exclusive curl-keeping ingredient that holds curl better, keeps set longer! Get Woodbury's special offer today!

\$2.98 value only  
and the price panel from label of any size WOODBURY SHAMPOO



Mantilla-Scarf, Box 252, Elizabeth, N. J. Please send ( ) mantillas. For each I enclose \$1 and price panel from Woodbury Shampoo (or sales receipt). (Since mailing is made from Spain, I will allow about 6 weeks for delivery.) I prefer ☐ black. ☐ white.

Name \_\_\_\_\_ (Please print)

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Good only while supply lasts. Void where prohibited, taxed or restricted. Offer good only in U.S.A. and territories and Canada. Price in Canada \$1.50. Send order to and receive Mantilla from Box 1111, Montreal 3, Quebec, Canada.



# The Insecure Lion

...who prefers his cage to freedom



A CALIFORNIA NEWSPAPER recently carried a story about a lion that escaped from his cage during a carnival.

Men showed their heels. Women screamed and shielded their children.

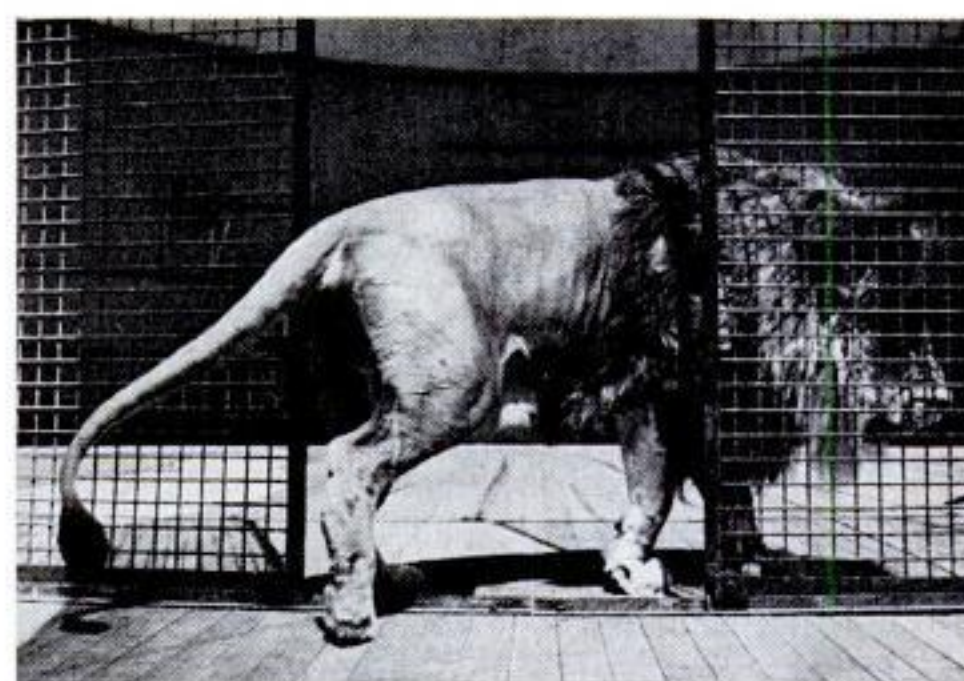
Now you'd expect an escaped lion to bolt for the tall grass. But this king of beasts had been in captivity so long, he took a quick look at the world and then turned and walked back into his cage.

Obviously, security was more desirable to the lion than freedom.

His behavior demonstrates that to be free you must be independent.

When people over-emphasize security—or dependence—they can't help but lose some of their initiative. You see it today in the way people more and more rely on government instead of on themselves.

It would appear that people don't realize that whatever they get from the government must eventually be paid for by them or their children. This type of "security" may be very easy to take at first. But it is habit-forming and, after a while, people may prefer this false security to freedom.



Then, like the lion, they walk back into their cage.

Absolute security under government is illusionary. For the only thing that government can give to the people is that which it first takes from the people.

YOUR COMMENTS INVITED. Write: Chairman of the Board, Union Oil Co., Union Oil Center, Los Angeles 17, Calif.

## Union Oil Company OF CALIFORNIA **76**

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

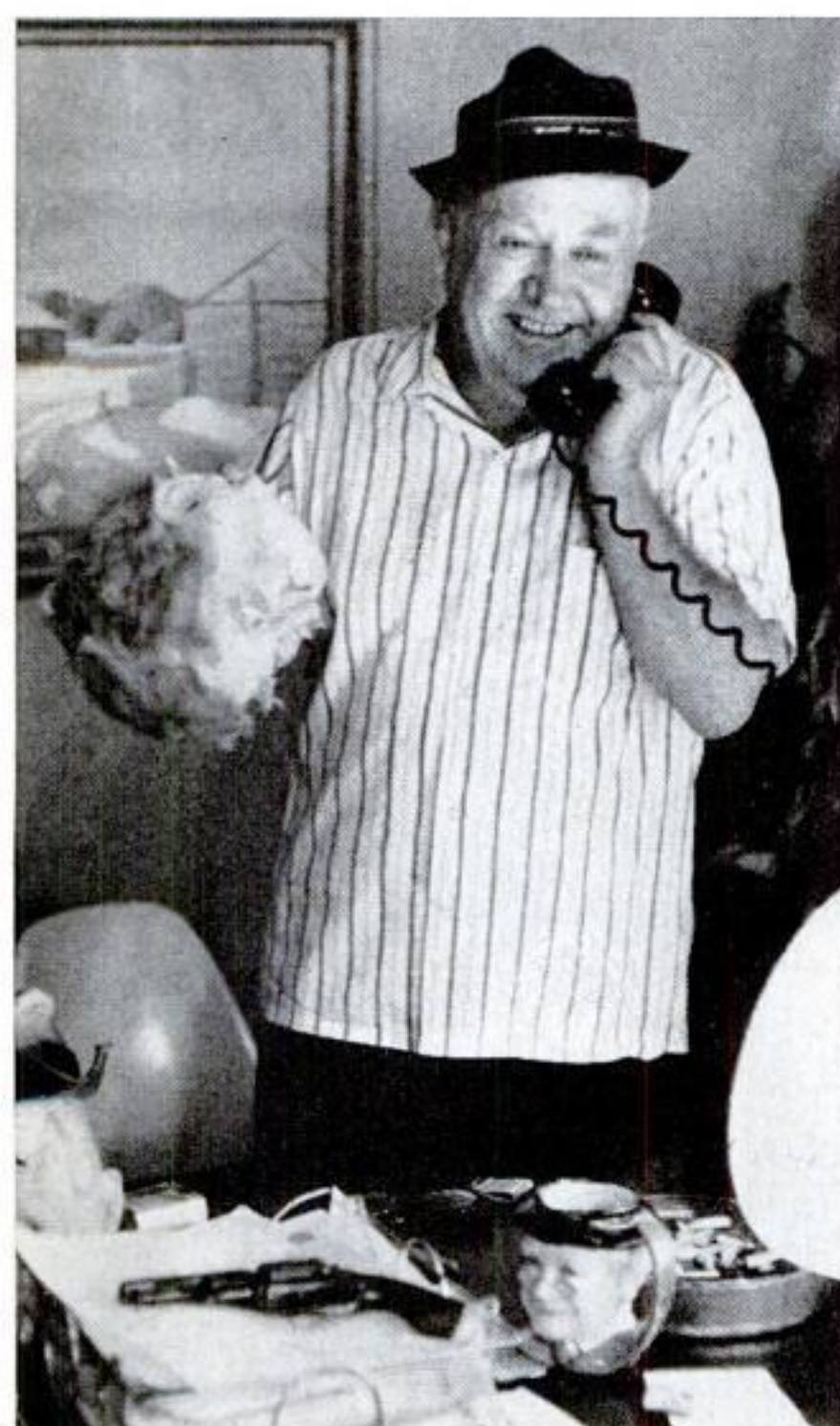




IN HIS GETTYSBURG MUSEUM, HAYSEED TV COMEDIAN KNOWN AS CHARLEY WEAVER SELLS BIG AND LITTLE TOBY MUGS FASHIONED IN HIS OWN LIKENESS

## Television's Remarkable Rube

by TOM PRIDEAUX, *LIFE* Entertainment Editor



**CHARLEY'S CREATOR**, who in real life is Cliff Arquette, conducts business from his museum. He holds a rubberized Charley Weaver souvenir mask.

**E**VERY Sunday when President Eisenhower and his wife go to church at Gettysburg, a crowd gathers to see them leave the morning service. But on some mornings the crowd's attention is drawn toward a jovial, white-haired man who drives up just as church lets out. In Gettysburg, he is well known as a new resident whose real name is Cliff Arquette. But to millions of TV fans he is an old country scalawag named Charley Weaver. It takes a minute for Gettysburg citizens to recognize Charley without his TV make-up, but by the time the Eisenhowers appear, people are calling, "Hi, Charley, how're things in Mount Idy?" Then they rush to his car for autographs and handshakes, leaving the Eisenhowers to depart from the church on their own. Arquette calls this little joke "buggin' the President."

Arquette has more than one trick up his sleeve, all of them paying off this summer. But his multiple successes as a museum owner, painter, wood carver, author, song writer and historian all hang on the character of Charley Weaver, who is his supreme achievement. As good Weaver-watchers know, Charley has been appearing on NBC's Jack Paar show for 20 months. He wanders before the cameras as if he were dropping into a country store. He gabs and gossips. He reads letters from his Mamma in Mount Idy, Ohio, a town which does not exist. Egged on by Paar, he may sing or do a

kind of dilapidated Virginia reel. But always behind his Foxy Grandpa disguise is the shrewd, benign intelligence of Arquette himself, who probably has a wider assortment of fans than any other comedian in the U.S.

To professional connoisseurs of comedy, among whom he is vastly admired, he is "the fastest verbal gun on TV." To country folks, who sit up late to see him, he is that batty old gaffer who keeps them in stitches. In his off-the-cuff banter Charley can match wits with such urbane Paar guests as George S. Kaufman and Oscar Levant. In his shirtsleeves and crumpled hat he acts perfectly at home with such glittery dolls as the Gabor girls.

If Charley looks strange among Paar's well-groomed guests, he looks even stranger among the current batch of U.S. comedians. He is no kin at all to the smooth Hollywood type funny-men, and he sits in the opposite corner from the dour "sicknik" school of cerebral nightclub satirists. Charley is smart as a whip, but you couldn't call him cerebral.

He belongs to an ancient tribe of clowns: the country bumpkins. In hundreds of tent shows that used to appear in U.S. cow patches, the play always had a hick clown called Toby who chased farmers' daughters and sassed city slickers. Charley is right in Toby's tradition.

When it comes to digging up Charley's jokes, Cliff Arquette is wild and shameless. He does



# It makes men go for salads

*this Swiss cheese with  
fresh-cut taste*



Men eat more salads when you brighten the greens with nut-sweet Kraft Natural Swiss Cheese. Each big slice makes enough Swiss strips to create real "chef's" salad, or turn a vegetable salad bowl into a main dish. You'll agree with your men: Kraft Natural Swiss, with the fresh-cut taste, is great in salads.



NATURALLY FROM **KRAFT**  
*the finest of Natural Cheeses*



A LETTER FROM MAMMA is read on TV show by Weaver to Jack Paar whose obvious appreciation of the old man has helped to build Weaver's fame.

## REMARKABLE RUBE CONTINUED

not scrape the bottom of the barrel; he scrapes clear through the bottom. In the Mount Idy letters, which Arquette writes himself, Mamma tells such gossip about the neighbors:

Elsie Krack and Leonard Box: . . . *They got married. We were all surprised. Elsie is so ugly, you know, she's been turned down more times than a bedspread.*

Birdie Rodd: . . . *Somebody stole her bathtub. She says whoever did it can keep the washrag, soap and the tub, but she would like them to return her mother.*

Mr. and Mrs. Wallace Swine: . . . *Fighting again. He won't give her an owl for her birthday and she won't mend his socks. She says, "If he don't give a hoot, I don't give a darn."*

Mamma's letters always end with an extra fillip of news about Father: "Well, son, I've got to close now and go help your father. He's been up on a ladder painting the chimney, and he just stepped back to admire his work."

But even while shucking this ripe, silky corn, Arquette shows a high degree of artistry. His timing is superb. He knows when to squint as if he couldn't quite read Mamma's writing, when to pull his mustache, when to look bashful or devilish, when to cut short the laughs in order to prepare for bigger laughs to come. He knows how to make Charley, instead of a caricature, a fully fleshed character. Old Charley has the stuff of heroes because he is a natural man. Like all the immortal bumpkins before him, he is an antidote to too much civilization.

When people ask how he feels when he is dressed up as Weaver, Arquette says he feels like a spry old man who wants to attract attention by being a cutup. He has had thousands of letters from elderly fans, and none has ever resented the way he portrays them.

Behind the mask of Charley, Cliff Arquette presents the tidy appearance of a prosperous businessman. His parents were old vaudevillians who, according to Arquette, put on a frightful act called *The Funny Hebrew and the Singing Soubrette*. The title is misleading: his father was French and his mother Irish. Cliff grew up in Toledo, Ohio where his family quit the stage and his father took up barbering. At the age of 6, Cliff dyed his blond hair black, glued on a tiny mustache and won a Charlie Chaplin contest over 300 other Toledo youngsters. As a reward he was given a summer job as a pint-sized shill, enticing customers to an amusement park. After this early taste of show business, says Arquette, the fat was in the fire.

Having a good ear for music, though he could not read a note, Cliff learned to play a variety of instruments and at 14 started a jazz band called The Purple Derbies (somebody had given him a crate of purple derbies). In radio he busied himself for years as a comedian and composer, writing words and music for some 800 screwball ditties that were widely performed but never published. With Fibber McGee and Molly he played a succession of roles, the best known being The Old-timer with his famous catch phrase, "That ain't the way I heered it."

Arquette has never worn himself out chasing after fame. Maybe his sense of humor or his horse sense held him back. Or maybe he hates to be tied down. He was married and divorced twice and has one child, a handsome son named Michael, who lives with him now in Gettysburg. The kind of man who keeps power tools in the basement, Arquette is a gifted wood carver, cartoonist and painter.

He has always put his visual imagination to good use. A few years ago, bored with playing routine comic cops and waiters in one of the first Los Angeles TV shows, Arquette sat down at his drawing board

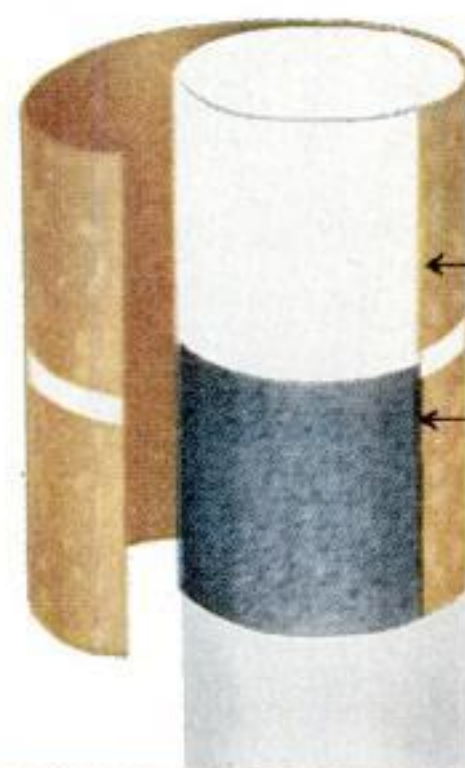
CONTINUED



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in fine tobacco taste...as no single filter can!**

How that ring gets around! You've seen it yourself—as more and more smokers swing to Dual Filter Tareytons. Pick up a pack today—and you'll find out why!



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1. It combines an efficient pure white outer filter...
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**REFRESH** yourself with beer or ale brewed with invigorating, fun-flavoring Barley Malt. The pleasant lift you enjoy results from the benefits of minerals, B-complex vitamins, protein, maltose and dextrins . . . Malt's contribution to beer and many good foods.

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## REMARKABLE RUBE CONTINUED

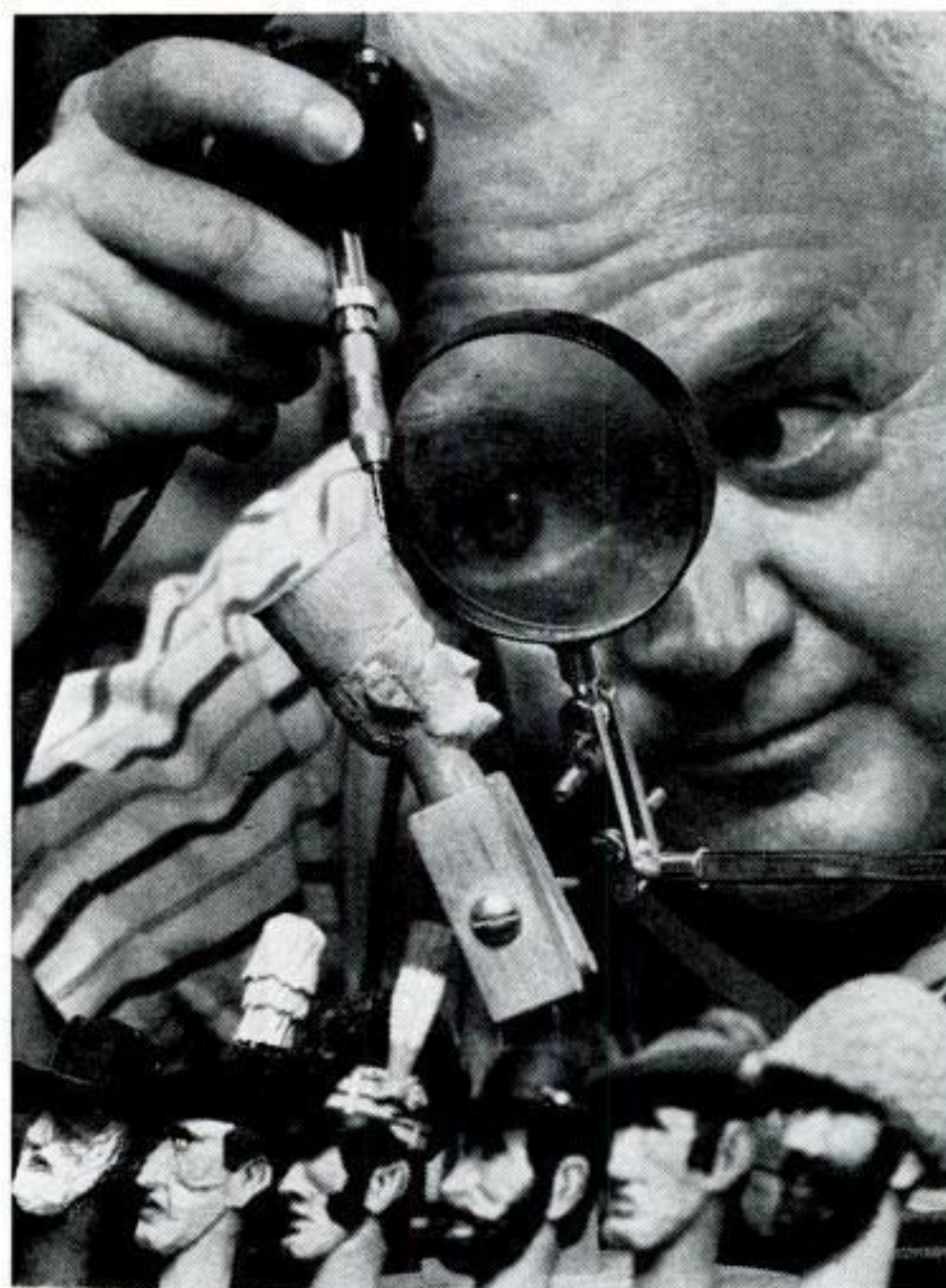
and invented a funny old man for himself to play. Each detail was worked out in hundreds of trial sketches. The hat was rolled up in front so that it would not hide his eyes. The mustache was added because, he says, "an actor needs a prop to fool with." The stomach was padded and the pants were given a low-slung seat because a comic figure must be easily recognizable from front and back. Altogether the getup now costs Arquette \$625. The final result was named Charley Weaver because it was easy to say and did not strongly suggest any racial type.

In his new incarnation Arquette teamed up on TV with another comic named Dave Willock. Their *Dave and Charley* was not a national hit, but it is remembered by professional comedians as one of the funniest and most original of all TV shows. Arquette, meanwhile, having saved up enough money to retire, decided to devote himself to wood carving. His particular hobby was the Civil War—he had visited Gettysburg four times—so he set out to whittle a set of Civil War soldiers, showing all the authentic details of their uniforms. It was at this happy time of his life (1957) that one night in his living room he heard Jack Paar on TV extend an invitation to Cliff Arquette—wherever he was—to visit New York and be a guest on the *Tonight* show. Arquette was so astounded, he says, he almost dropped his Scotch. Two weeks later Charley Weaver, whom Paar had remembered from his earlier show, made his New York debut with such success that Paar asked him to stay on as a regular.

"I decided right then," says Arquette, "to begin a whole new life." He flew back to California, sold his home and all his belongings, then drove east with a trailer full of power tools bouncing along behind his Cadillac. His first goal was Gettysburg. There he parked his trailer and discovered what he wanted: a former Civil War orphanage on the main street, which he converted into a small museum with a roomy apartment for himself upstairs. Last March the museum opened with a handsome exhibit of Arquette's miniature soldiers. Attendance so far this year is more than 20,000 at up to 75¢ admission.

Arquette divides his double life every week between Gettysburg and New York. He has turned down roles in seven Broadway plays, two of which were written especially for him. "I know my pattern of life," says Arquette amiably, "and if they offer me something that doesn't fit in it, I don't have to do it." He is leery of contracts ("Paar and I settled everything with a handshake") and theatrical agents ("Charley Weaver's agent is Cliff Arquette").

But although he prefers to be doing what comes casually, Arquette is now enjoying his busiest and



**CARVING SOLDIERS**, Arquette uses magnifying glass as he drills out head. Below are heads after being painted.

most prosperous summer. His recent book, *Letters from Mamma*—the same ones he reads on TV—has been a best-seller for 13 weeks (200,000 copies). A new collection of 12 songs, with lyrics written and sung by himself, comes out this month: *Charley Weaver Sings for His People* (Columbia Records). He is working on five new books, including *Charley Weaver's Family Album* and a cookbook.

Along with these more or less artistic projects, Arquette is busy dreaming up businesslike Weaver souvenirs, which he has manufactured under Charley's name. On sale at his Soldiers' Museum, they already include such items as Weaver toothbrush holders, ash trays, mugs, plates, coasters, rubber masks and penny banks—plus an array of edibles including Charley Weaver's Butter Mints, Elsie Krack's Kashew Krunch, Wallace Swine's Pecan Waffles, Mount Idy Yum Yums and soon a popsicle in the shape of Weaver himself.

At the age of 53 Arquette regards his success calmly. He is having the time of his life, of course, but that has always been his greatest talent. "Even at low ebb," he says, "life is a ball."

**IN CHARLEY WEAVER GETUP, ARQUETTE SHOWS YOUNGSTERS THROUGH MUSEUM WHERE FIGURES ARE DISPLAYED**



*"How I use  
**Murine to  
soothe  
my eyes  
and  
so relax  
tension"***

**MARGARET WHITING**

*famous singing and  
recording star*

"My eyes often get a tired or uncomfortable feeling, especially if I've been doing close work or been out-of-doors a lot. Murine soothes away such discomforts and in so doing helps relax tension." Why don't you try Murine? See how it refreshes your eyes—washes away dust, smoke and the feeling of strain that makes you look tired. A great comfort every morning and night. Get Murine today.

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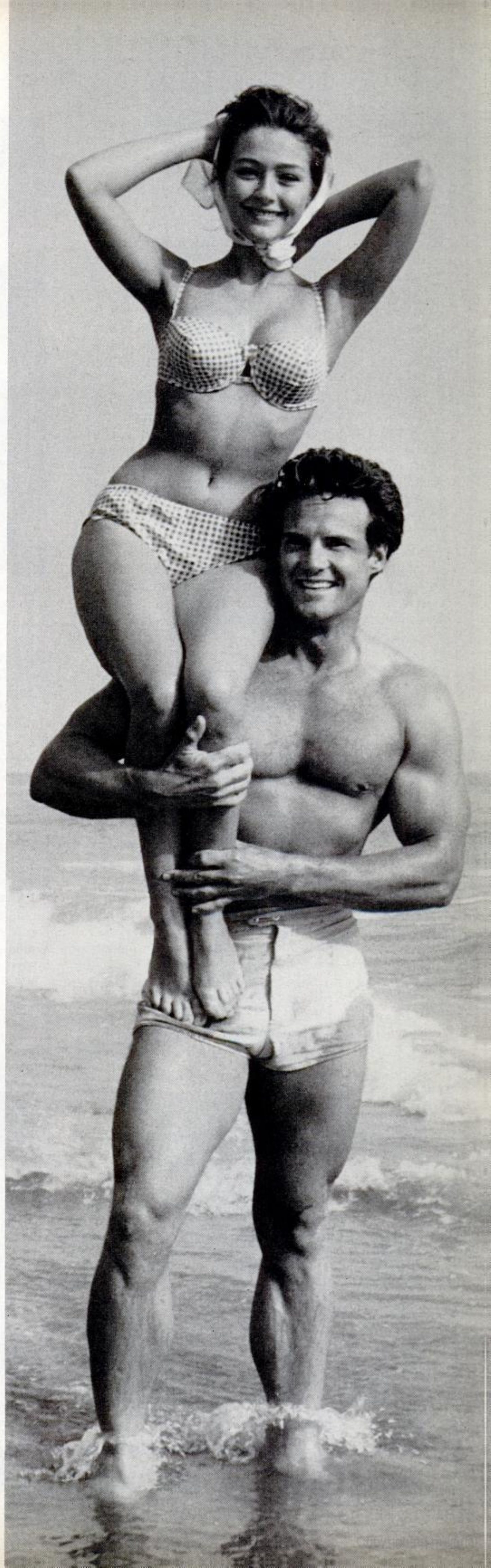
# **RUGGED** **Lee RIDERS** score in the schoolyard!



Driving in for a lay-up or going up for a rebound, Lee Riders are built for action...and made to take it! They're shaped better so they fit better. They hug the legs and cling to your back. They look rugged and they are rugged—the toughest denim ever built into "Go" Clothes. No-scratch rivets! Sanforized! Satisfaction guaranteed with these authentic cowboy jeans or your money back, or a new garment free!

## **Lee** sures **by Lee**

The H. D. Lee Company, Inc., Kansas City, Mo.—©1959.





## MOVIES

# Mighty Profits of Hercules



HERCULES SAVES IOLE (SYLVA KOSCINA) FROM RUNAWAY CHARIOT

WHEREVER mortal movie-goers looked, there was many-muscled Hercules. A hoked-up Italian film re-creation of the myth of Zeus's mighty son, *Hercules* simultaneously played 125 theaters in the New York area, 80 around Chicago, 120 in the Boston region and 95 more about Philadelphia. Progressively it was saturating the nation. With a \$1.2 million promotion campaign rolling, Joseph Edward Levine, the Boston impresario who sells sagas dear but buys them cheap, was refreshed by his labors.

The film is Italian but the star is Steve Reeves, the pride of California's Muscle Beach. He was Mr. America and Mr. Universe before he went to Italy. Popular critics have been sparing in praise of Reeves's artistry as an actor ("Hoic the joik," one small boy scoffed) although he has rated raves for energy. With ease he performs Hercules' labors. He fights the Cretan bull, slays the Nemean lion, foxes the fierce Amazon lovelies. He even pulls down a palace to provide a happy-ending switch on the Bible's Samson story. On screen or off he demonstrates, as the picture (left) shows, the rewards in store for muscular lads who exercise regularly.

← **HERCULES IN MUFTI** lifts German Actress Christine Kaufman on Italian beach, as Reeves enjoys vacation from his work at the studio.

CONTINUED

# LET'S RIDE

to school & after school in

## Lee RIDERS



These authentic Western cowboy pants are as great for bike riding school boys as they are for bronc-riding cowboys! They give a guy free-wheeling ease...move right with you. They fit better, 'cause they're shaped better. They come in Slims, Regulars and Huskies. Wear better, too! Because Lee Riders are made of the ruggedest denim a guy ever *tried* to punish! Choice of double-knees or regular. Get Lee Riders for all the young riders in your family! They must fit better and wear better or you get a new garment or your money back.

## Lee sures by Lee

The H. D. Lee Company, Inc., Kansas City, Mo.—©1959.



# NEW Spiral Brush

outmodes clumsy rod applicators



## New, really waterproof "MAGIC" MASCARA by Maybelline

No more stuck-together lashes! No more stiff, coated-look or feel. New *Spiral Brush* separates lash-by-lash as it colors and curls. Automatically applies just enough color around each lash individually. Far better than a rod! And smudge-proof "MAGIC" formula is really waterproof, yet completely gentle. No sting, no odor.

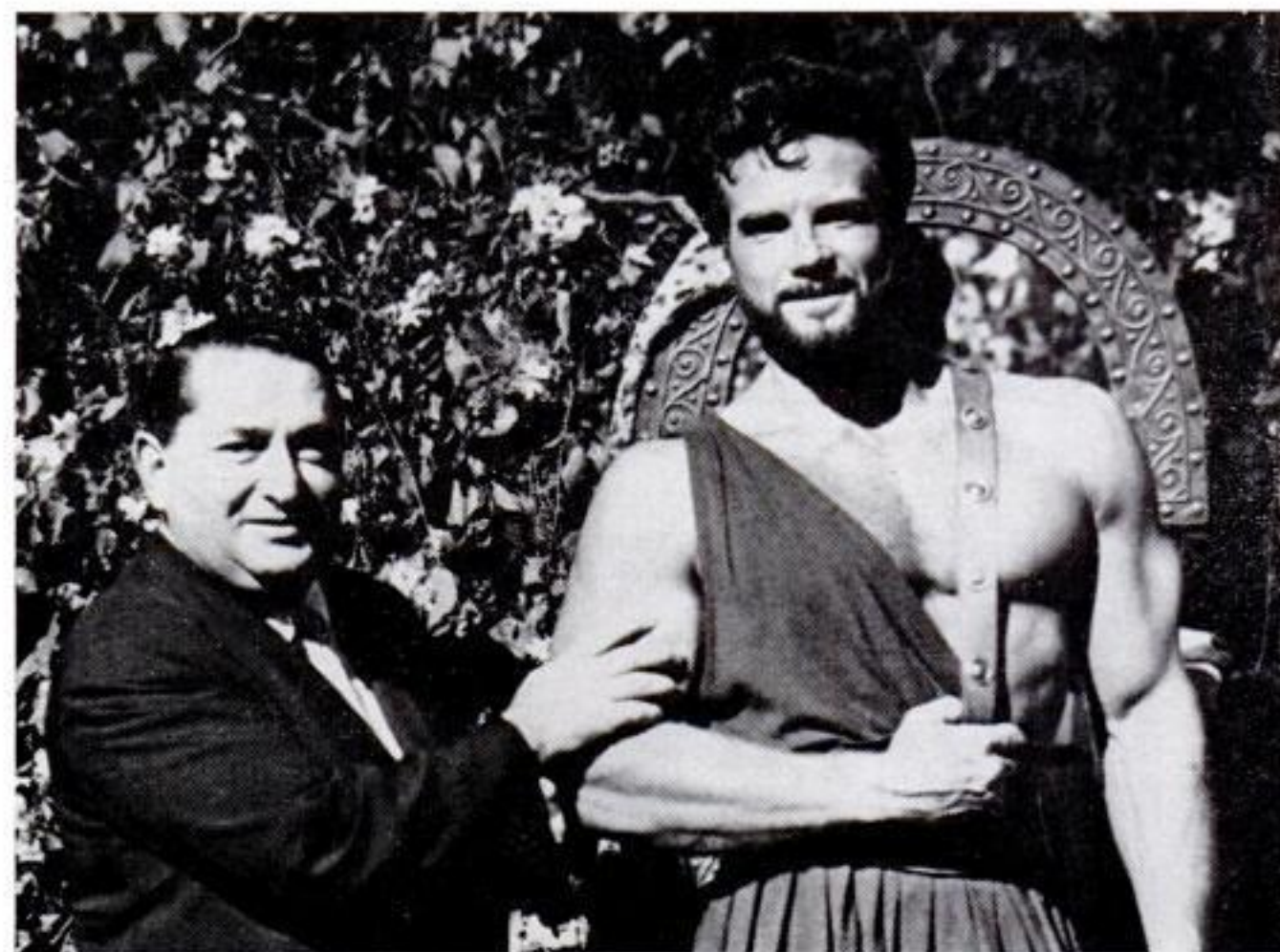
Maybelline—always the purest and best in eye beauty

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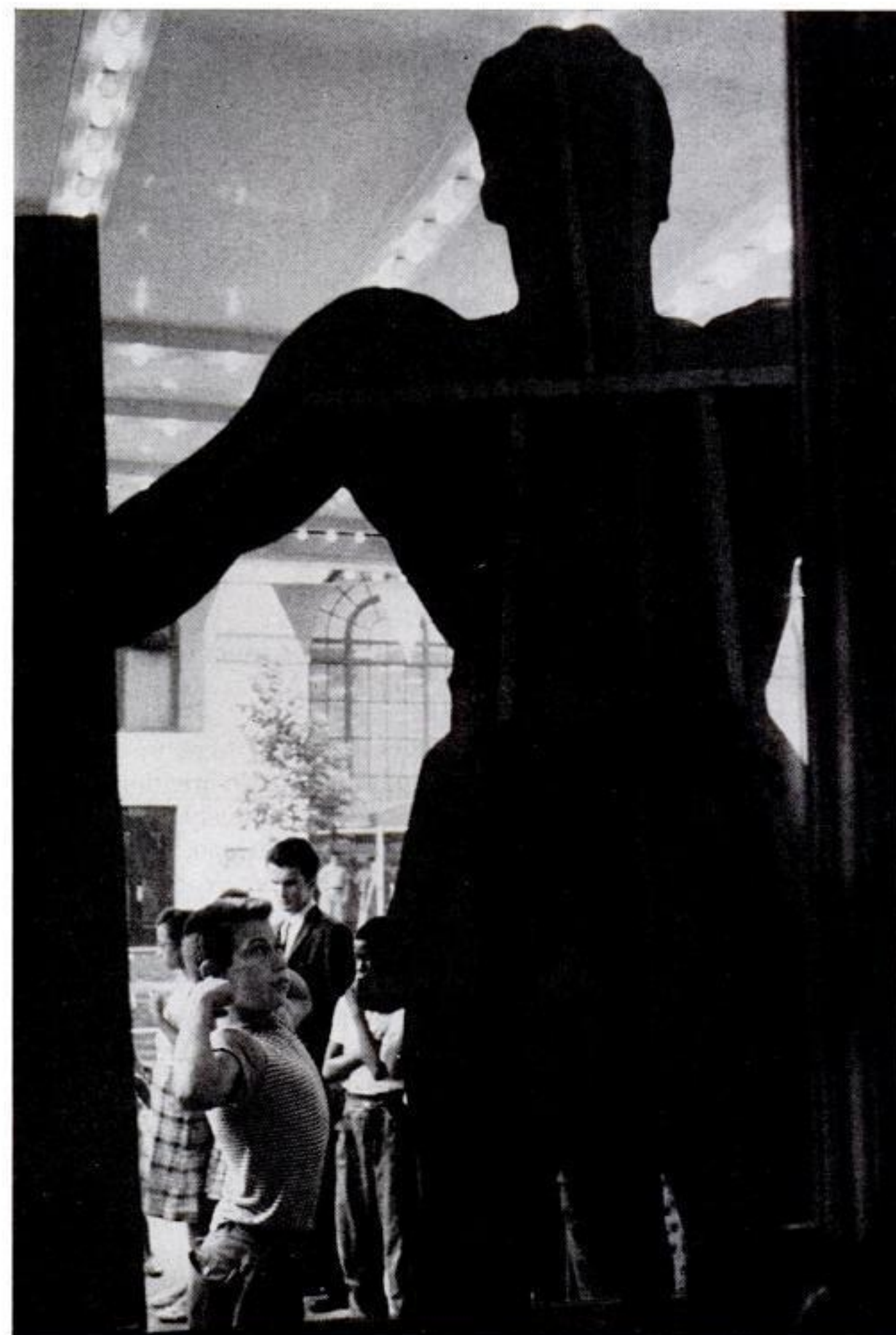
## HERCULES CONTINUED



BOX-OFFICE BICEPS get Reeves approving pat from rotund Levine. "But when he is dressed," laughs Levine, "I look more like Hercules than he does."

## BRAWN PROMOTER

Promoting Hercules in the U.S. (and helping finance him in Italy) is the small but sturdy Levine, a New England theater owner. His stepfather, who earned \$4 a week as a tailor but played poker, taught him daring. Levine made \$75,000 in dresses, lost \$75,000 in the stock market. Then he discovered the money in movies via *Godzilla*, an Oriental chiller-diller he found in Japan in 1955, and *Attila*, a thunderous little number he picked up in Italy two years later. Now he has two more Hercules films coming, plus 39 episodes of Hercules television.



DREAMS OF GLORY fill the mind of Danny Szabo as he stands in front of a large Hercules poster at a New York theater, flexing his muscles for size.

**FOR REAL PAINT VALUE**

Look for these quality brands at your local store

Wonderama		
Sally Simpson	Lady Ann	Martha Ann
Supercolor	Molly Madison	Van Dyke
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Your Shoes will have the Shine of their Life!

**QUICKIE SHINE SPRAY**

Amazing discovery ends buffing, brushing forever! Spray on a gleaming wax, lanolin, silicone shine in seconds. One can does all colors! Jumbo aerosol can available everywhere

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**HINGE LOOSE?**

IT'S OFF! IT'S ON!

Fill holes with dependable Plastic Wood. Won't chip or crumble. Ask for it by name. For surest results always use GENUINE

**PLASTIC WOOD**

Handles like putty—hardens into wood!

**ACID INDIGESTION?**

KEEP YOUR TUMMY UNDER TUMS CONTROL!

FOR ACID INDIGESTION  
12 **TUMS**  
FOR UPSET STOMACH

GET TUMS ECONOMICAL 3-ROLL PACK

**CREIGHTON SPORTSWEAR**  
303 Fifth Avenue, New York

**SCIENCE DISCOVERS WAY TO "WIPE OFF" ATHLETE'S FOOT**

New saturated pads wipe athlete's foot fungi from cracks between toes with prescription type, quick-drying lotion. Regular use effectively blocks re-infection.

New York, N. Y. (Medical Special) Now you can actually wipe off the fungi that cause itching, peeling, Athlete's Foot with a new kind of throw-away pads. The pads are saturated with a prescription type lotion that kills Athlete's Foot fungi on contact.

The active ingredients in the lotion are a combination of those prescribed by doctors, but until now not available in one formula. Athlex is more convenient than creams, powders or liquids. Just wipe between cracked, peeling toes and itching, peeling and discomfort are relieved . . . literally wiped away. Then you throw the pad away. Painful, stubborn cases begin to heal instantly.

Your feet feel cool, comfortable, clean. When regularly used, after healing, re-infection is effectively blocked. This new way to wipe off Athlete's Foot and help keep it away is called Athlex. New Athlex Athlete's Foot pads are now available at all drug counters without prescription. **Associated Products, Inc., Chicago, Illinois.**





"Here's our boy Brion, 7, mimicking 'Bubbles.' Brion wants to grow up to be a Cub Scout like his brother. I have a big 11-by-14 blow-up of this shot."

**Ernie Ford says: "Even if you're all thumbs (like me)  
...Kodacolor snapshots like these come easy!"**

*Take a tip from Ol' Ern. Get really lifelike pictures of your summer fun with wonderful Kodacolor Film*

"As a photographer," says Tennessee Ernie Ford, star of "The Ford Show" on NBC-TV, "I'm a fair country plumber. But look at the snapshots I get with Kodacolor Film. The colors come out right as rain and pretty as a rainbow. For pea-pickin' pictures, it's Kodacolor!" (Try it in *your* camera. It can be processed locally in many cities, or by Kodak. Ask your dealer.)



"The pros at our house are the kids. Buck (left), 9, has the box camera I used to use. He takes surprisingly good pictures with Kodacolor in it!"



"My wife Betty took up painting a year ago. This indoor flash shot shows how well a roll of Kodacolor Film works—both outdoors *and* indoors."



"This is Jeffrey in uniform. We call him Buck. I'll bet we'll be glad to have this Kodacolor shot years from now."

See Kodak's "The Adventures of Ozzie and Harriet" and "The Ed Sullivan Show"

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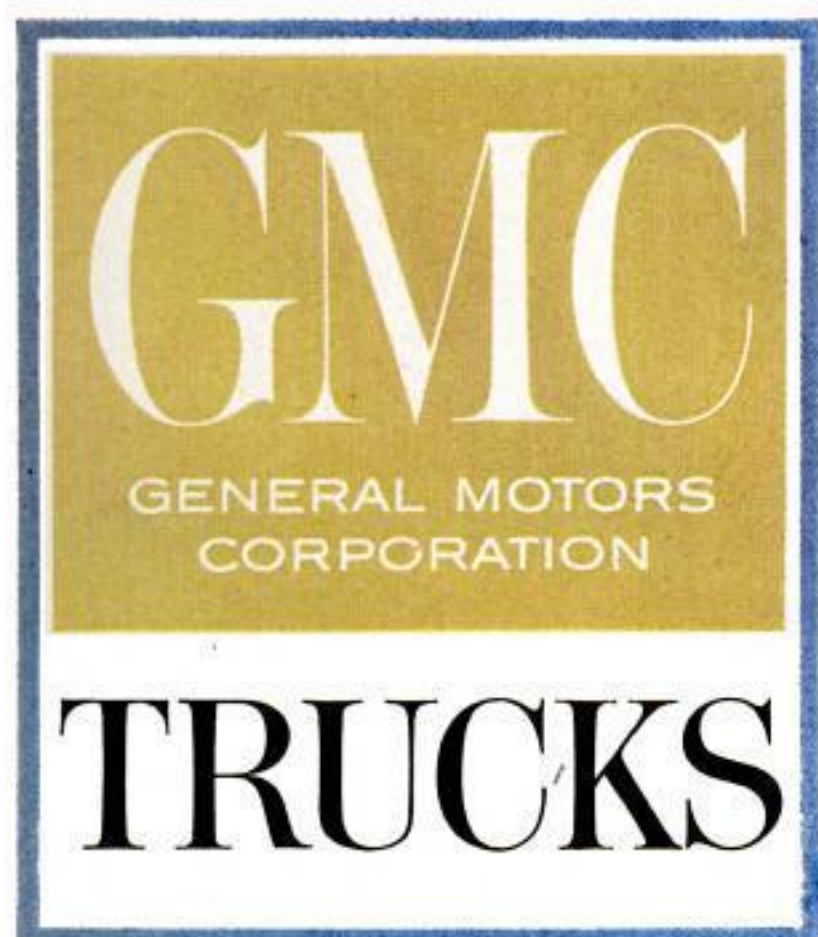


# GMC

## IS BREAKING ALL RECORDS WITH

# OPERATION

# “HIGH GEAR”



Exciting reports keep pouring in: About GMCs that cover 300,000 miles without an overhaul! About GMCs that haul over 3,000 lbs. extra payload per trip! About GMC diesel tractors setting new economy records! Real proof that GMC Operation “High Gear” is paying off big for truck owners everywhere.

“You can’t have it back!” — that’s what a fleet owner recently said about a GMC demonstrator he’d been road-testing. And GMCs have sold themselves just as convincingly to thousands of other truck owners coast to coast — on turnpikes, country roads, on city streets. You get an inkling why when you count up all the Extra Value features that are yours in a GMC.

**Features like:** The strongest rear axle on any pick-up, with a fast-cruising economy ratio for over-

drive savings without overdrive costs. True *truck-built* engines with bearings that outlast others 7 to 1. Rifle-drilled connecting rods for positive piston pin lubrication. Tocco-hardened crankshafts.

**Add to these extras,** dozens more. Then you realize why businesses with everything from one truck to thousands are buying GMCs in record numbers. See your GMC Dealer soon. Get the full story on these remarkable new trucks.

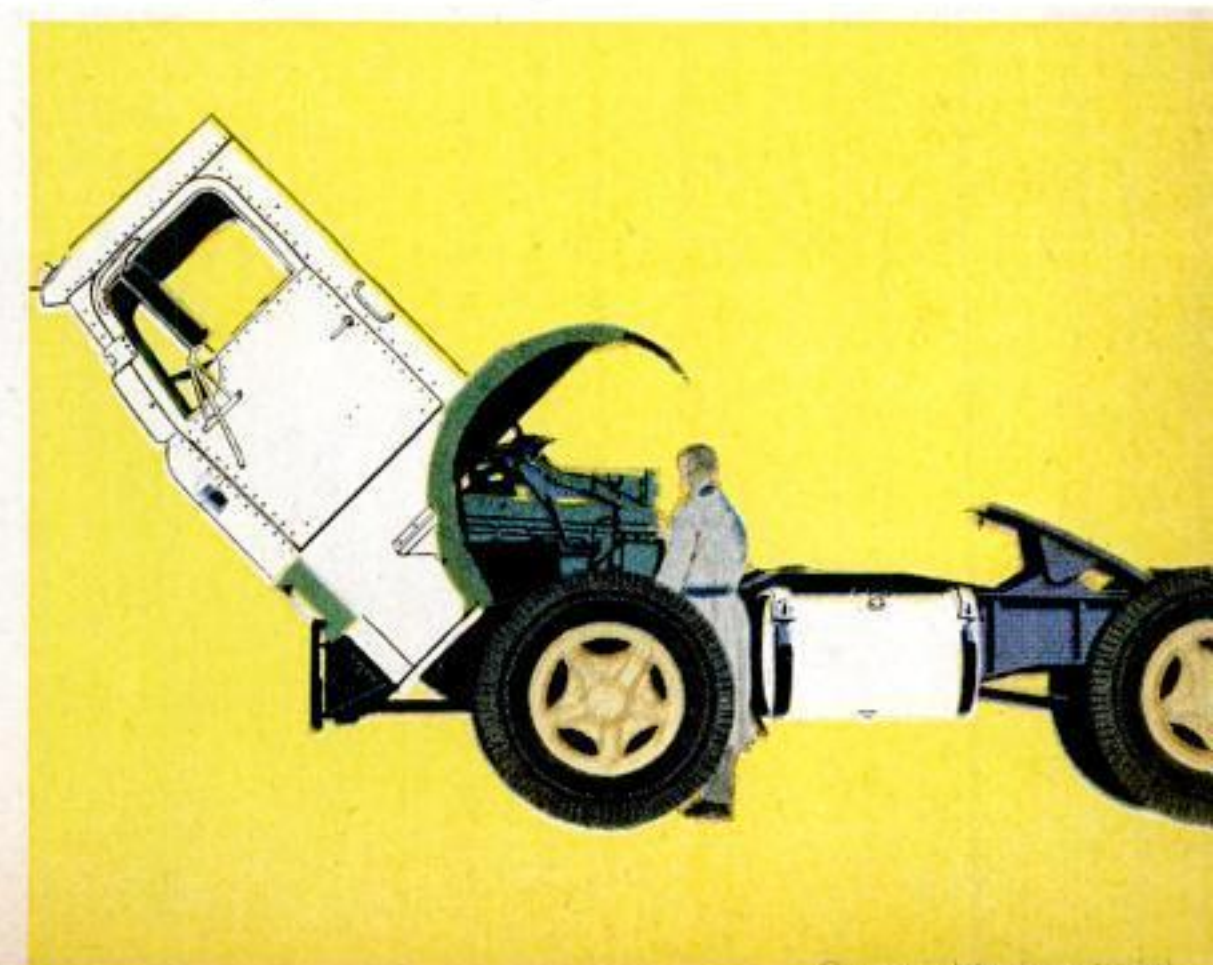
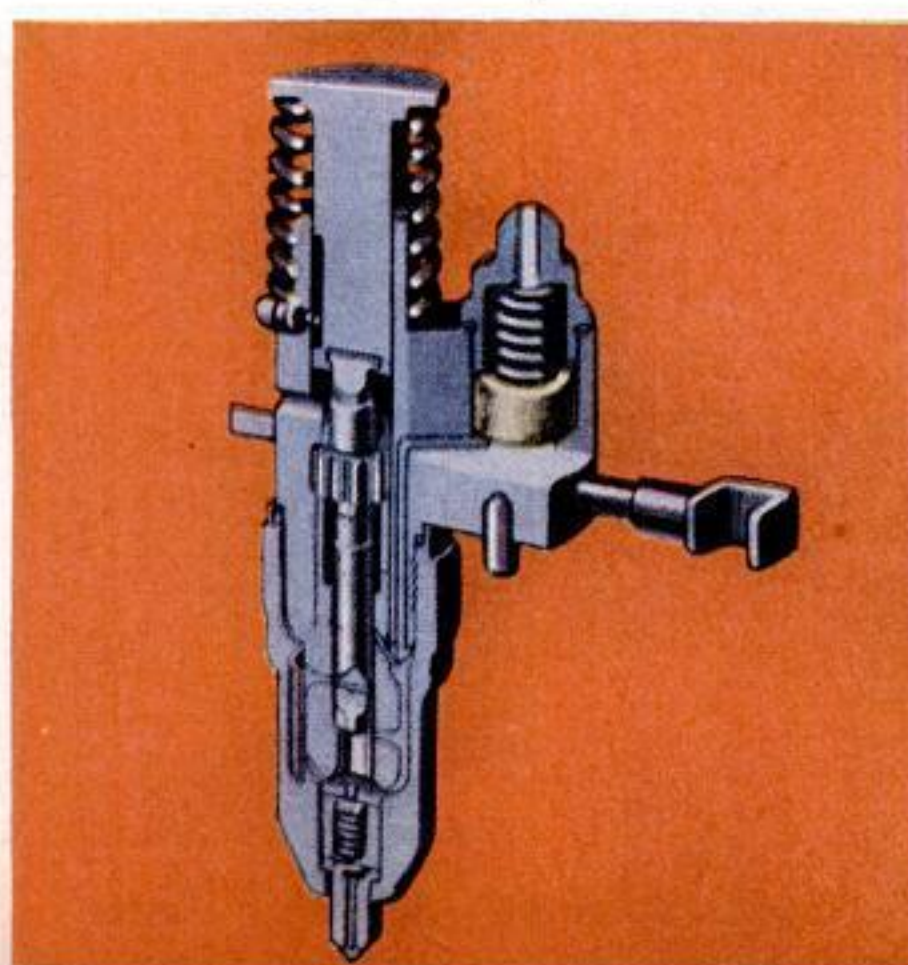
GMC Truck & Coach—a General Motors Division.

From 1/2-ton to 45-ton . . . General Motors leads the way!

**Stakes and Platforms for every need!** Choose from 8, 9 or 12-ft. factory-installed bodies with rugged construction features like heavy channel steel rounded rub rails . . . hardwood racks with positive interlocking corners. Pick from a wide choice of engines, axles, chassis and transmissions to suit any job.

**An engineering triumph!** Diesel Engine Fuel Injector is as precisely engineered as the finest watch. It meters exactly the right amount of fuel to each of the cylinders, times the injections and atomizes the fuel for most efficient burning. Virtually trouble free.

**Breaks through weight-length barriers!** New GMC DLR8000 tilt-cab diesel tractor is only 48” from bumper to back of cab. It hauls up to 1,824 extra payload pounds per trip. Ideal for use with maximum length trailers in any state.







Created for Soft-Weve by Dublin's own designer, Sybil Connolly—a negligee of softest crush-pleated Irish linen and lace. A snowy drift of softness to match the luxury of Soft-Weve, the bathroom tissue that has *everything*: Superb facial tissue quality, 2-ply softness, wonderful new “Perfect-tear” perforations. And for the pastels, a See-through wrap to *show* you the soft “negligee colors”!

The most noticed little luxury in your home

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Now—new “Perfect-tear” perforations

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ON VILLA NAZARETH'S PLAYGROUND, CARDINAL SMILES AS BOYS TRY TO MATCH THE STRANGE SHAPES INTO WHICH HE CAN TWIST HIS FINGERS

## THE CHILDREN'S CARDINAL

**Domenico Tardini, Vatican Secretary of State, runs orphanage on the side**

The jovial man seen above, 71-year-old Domenico Cardinal Tardini, has the look of a leisurely pastor inspecting a parish school. But he is one of the world's busiest religious figures. As Pope John XXIII's Secretary of State, he is a combination of prime minister and foreign secretary for the Vatican. Among the many key jobs of this active, sharp-witted prelate is that of preparing for the first ecumenical council of the Roman Catholic Church since 1870, which may open in Rome in 1961. He also operates his Church's far-flung

diplomatic service. But he still spends some time each week at the Villa Nazareth orphanage in Rome, which he founded in 1946. So important does he consider its work of training 61 boys that he is said to have pawned his family silver to help support it. He visits it often, never misses the weekly teachers' meeting when he himself goes over all the boys' progress reports—and even plays games with them, like the finger-twisting above. The cardinal is better at it than the boys—"but then," he says, "it took me a lifetime of practice."



# CUTS RED TAPE SAVES MONEY

*—that's what Allstate auto insurance does for you*

*Simplified procedures  
pay off in fast claim  
settlement*

**And Allstate's modern methods  
cut costs; savings are passed  
on to you**

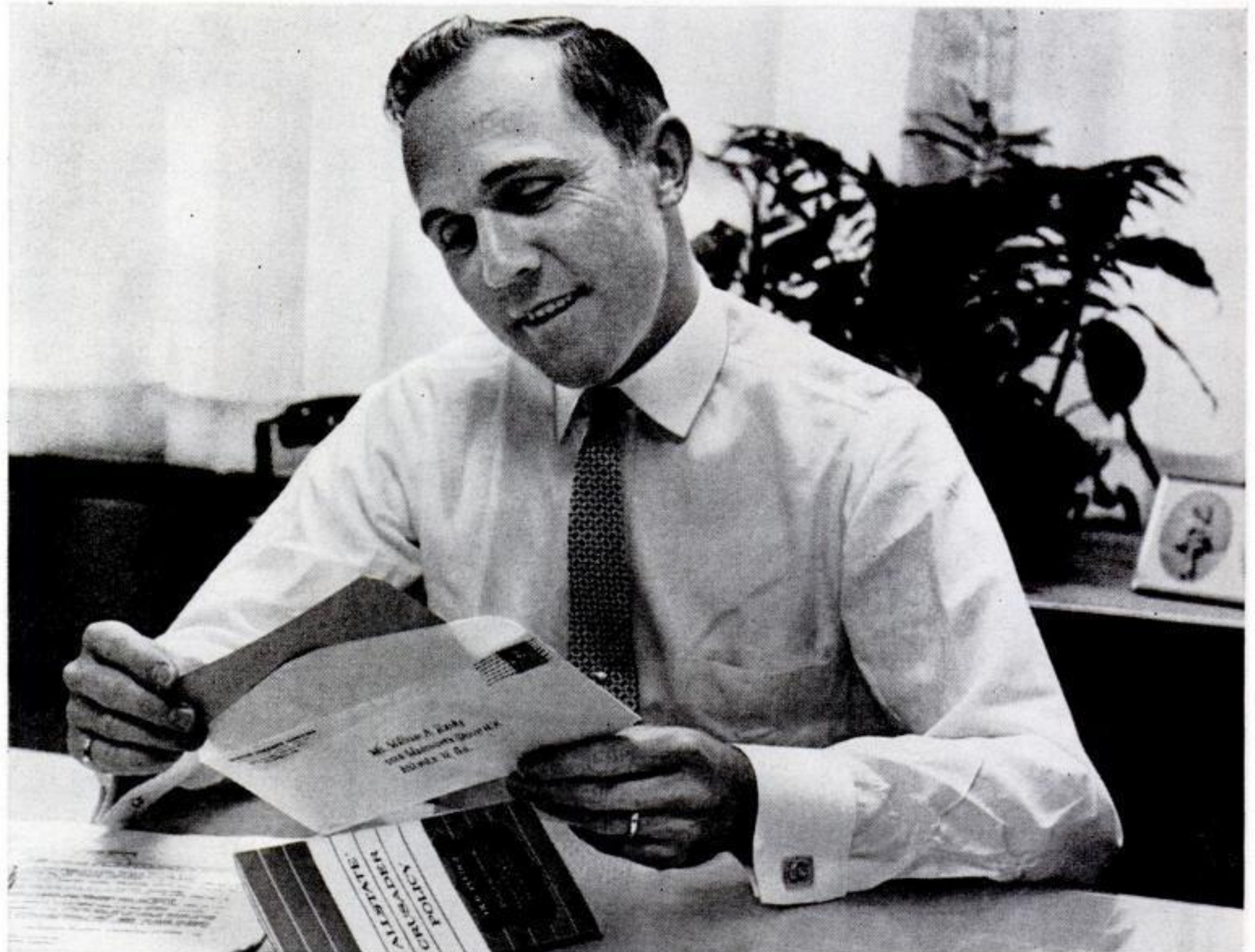
If you shop around for car insurance (and you should, you know), don't be surprised if you discover that **Allstate's rates are a whole lot lower than those of most other companies.** But even more important: those low rates buy you as much or more protection and service than you're now getting from most higher-priced insurance.



*Claims are settled fast . . .  
often right "on the spot".*

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**Lower selling costs.** You buy Allstate insurance without fuss and feathers,



**WILLIAM HANKE** of Atlanta, Georgia, saved \$40.08 last year compared to rates of most other companies. During the past six years he's had four claims—each one settled "fast and fair without red tape."

over the counter at the Allstate booth in Sears, for instance. By eliminating sales frills, Allstate is able to cut operating costs. Savings are passed along to you.

**Savings of 20% are common . . .** and some folks save even more, compared to the rates of



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most other companies. Of course, how much *you* save depends on where you live and how your car is used. (Standard rates in Texas where eligible policyholders have always saved through dividends.)

**Today with insurance costs rising,** it makes more sense than ever to get the Allstate story. Stop at a Sears store, a nearby Allstate Insurance Center, or just call Allstate, and an Agent will gladly visit your home. *May we help you?*



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**ALLSTATE®**  
INSURANCE COMPANIES  
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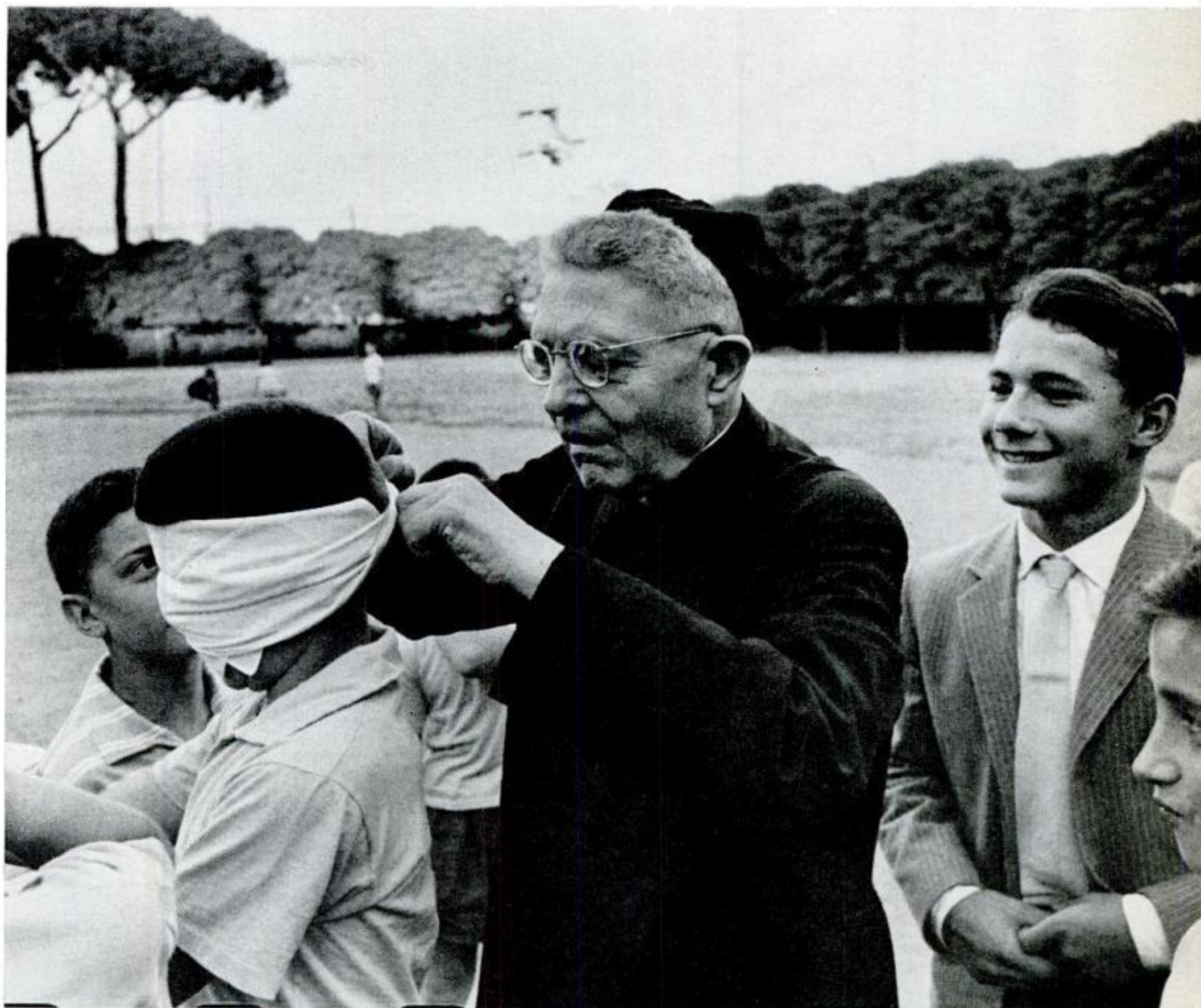
Founded by Sears,  
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\*Allstate Life Insurance Company is wholly owned by Allstate Insurance Company





## TARDINI CONTINUED



**TOSSING SOCCER BALL**, he teases boys by holding it out of reach. He also joins their outings.

**BLINDFOLDING BOY**, cardinal will ask him to try to walk across field as his schoolmates giggle.

CONTINUED

***"Where did you go?" "Out!" "Who did you bite?" "Nobody!"\****



Don't be a meal ticket for a mosquito! Assert your independence—and enjoy your summer—with the help of "6-12" Insect Repellent!

**It Really Works—Mosquitoes Won't Bite!** For more than 15 years, millions of users have proved it! Insects...mosquitoes, chiggers, black flies, gnats...are repelled by this amazing product. They stay away from you for hours!

**Easy to Apply—Effective For Hours!** Just smooth "6-12" Insect Repellent on all exposed areas—as easily as your favorite suntan lotion. It's colorless...greaseless...and so safe even on tender skin that you can use it as often as you wish. "6-12" Repellent is wonderful for the youngsters...lets them play outdoors free from discomforts of mosquito bites, and swarming gnats or flies.

**Get "6-12" Repellent Today... Use It All Summer Long!** Keep "6-12" Repellent handy for barbecues and outdoor entertaining. Take it with you on picnics, golfing, and fishing trips. Protect the children—the whole family—all summer long. Get "6-12" Repellent at leading grocery, drug, hardware and sporting goods stores throughout the U. S. and Canada. It is available in four convenient packages—liquid, aerosol spray, handy stick, or new lightly scented lotion. Get it today—"6-12" Insect Repellent.

"6-12", "Six-Twelve", and "Union Carbide" are registered trade marks of Union Carbide Corporation.

\*With apologies to author Robert Paul Smith

A **UNION CARBIDE** Product

**SCREENED-IN COMFORT FOR OUTDOOR LIVING**





# Old Spice Smooth Shave

stays  
moist  
and  
firm

to the end  
of  
your  
shave...



**SOFTENS BEARD BETTER THAN ORDINARY PUSH-BUTTON LATHERS.** Especially formulated, more costly ingredients give you a closer, smoother shave. Ends razor drag...soothes and lubricates your skin. Old Spice Smooth Shave is the finest quality push-button lather it is possible to buy. Regular or mentholated, 1.00 Also available in Canada

*Old Spice* **SMOOTH SHAVE**

SHULTON

**TARDINI** CONTINUED

## A Pope's Right Hand

Domenico Tardini is so retiring that he still wears his old parish priest's cassock when he is not involved in official or ceremonial duties. But with his shyness goes a quiet brilliance and warmth that has made him an intimate of the last three Popes. He first showed his brilliance as a professor of theology. Among his pupils were Cardinals Spellman and Agagianian, the Armenian who now heads the Vatican's mission work. In 1921 he entered the Secretariat of State as a *minutante* (copying clerk), rose steadily in it, was also an early leader in the Catholic Action movement.

Pius XI made him a deputy secretary of state to Eugenio Cardinal Pacelli, and when Pacelli became Pius XII the two men continued to collaborate closely. Hoping to stay somewhat in the background, he first declined the cardinal's red hat Pius XII offered him—and got a glowing public tribute instead. Since Angelo Roncalli, now John XXIII, was long a Vatican career diplomat, they have worked together effectively for more than 30 years. One of the new Pope's early acts was to insist on his old friend's becoming a cardinal. They share a common concern for training able youngsters and John XXIII knows the deep satisfaction Tardini gets in doing all he can for his orphanage. "It's my only worthwhile hobby," says the cardinal, "and I think nothing is more relaxing for the busy mind than living, if only for a few hours at a time, amid happy and promising children."



**STROLL TOGETHER** in Vatican gardens symbolizes the working relationship that Cardinal Tardini and Pope John XXIII have had for a full generation.





VODKA MARTINI • VODKA & GRAPE JUICE • VODKA COLLINS • VODKA HIGHBALL • VODKA & TONIC • SCREWDRIVER • BLOODY MARY • BULLSHOT (SMIRNOFF & BOUILLON)

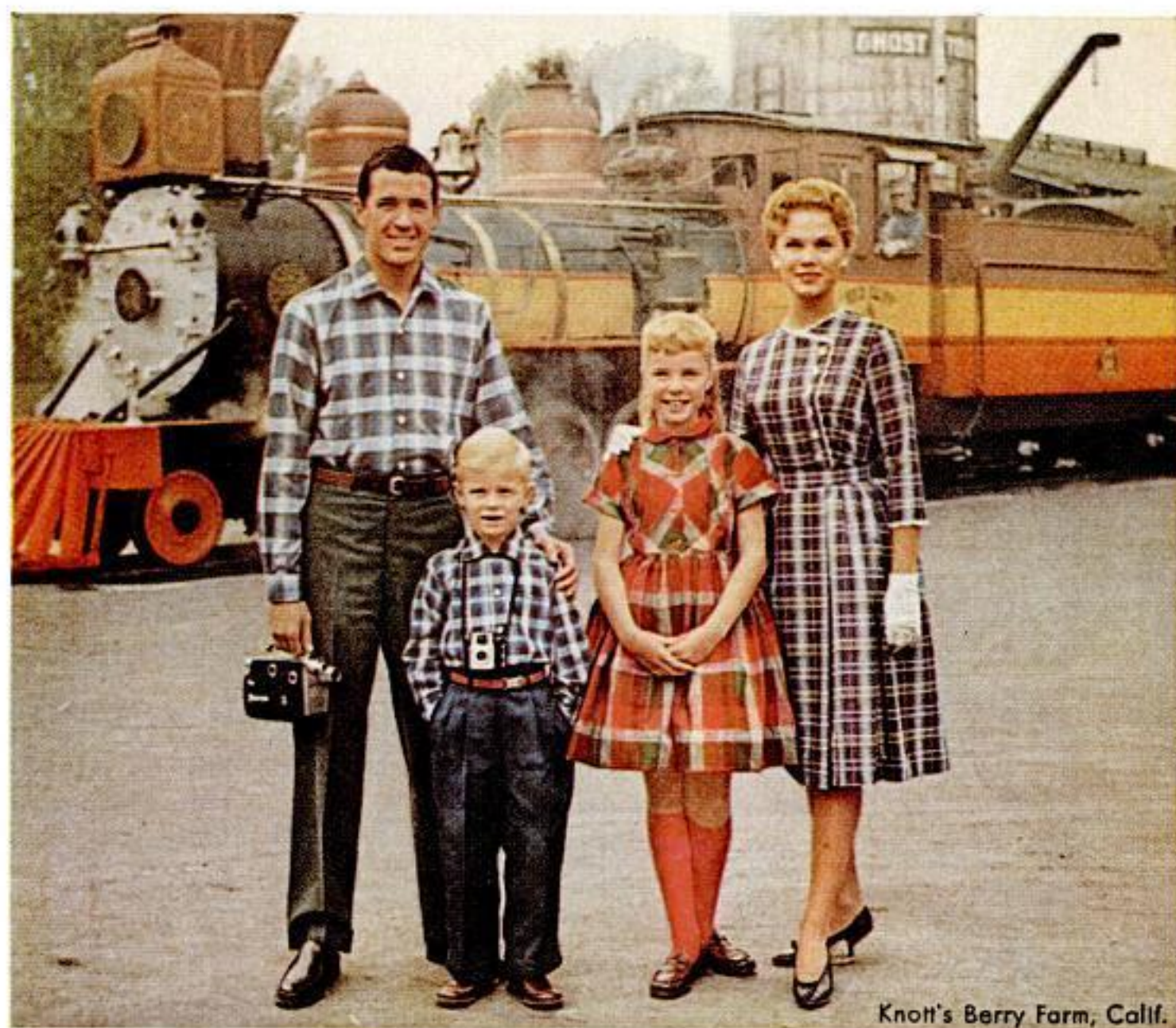
**THESE SMIRNOFF DRINKS CHANGED THE DRINKING HABITS OF AMERICA.** Unheard of ten years ago, the vodka drinks shown above are household words today. Almost everyone who drinks at all enjoys them. It all began when people suddenly discovered that Smirnoff is the perfect drink ingredient . . . smooth, self-effacing, without liquor taste. It made the good old drinks taste better and inspired delicious new ones! It's smart to drink Smirnoff . . . in more ways than one!

*it leaves you breathless*

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Knott's Berry Farm, Calif.



# THE ACTIVE AMERICAN FAMILY LIVES IN DAN RIVER WASH & WEAR COTTONS

Sight-seeing, trail-blazing or just plain loafing, this family's sure to be *seen* in their good-looking Wash and Wear Cottons by Dan River. They're such a pleasure to take along. You just wash them, dry them (even tumble-dry them) and *don* them. They dry so smooth, most people don't iron them at all.

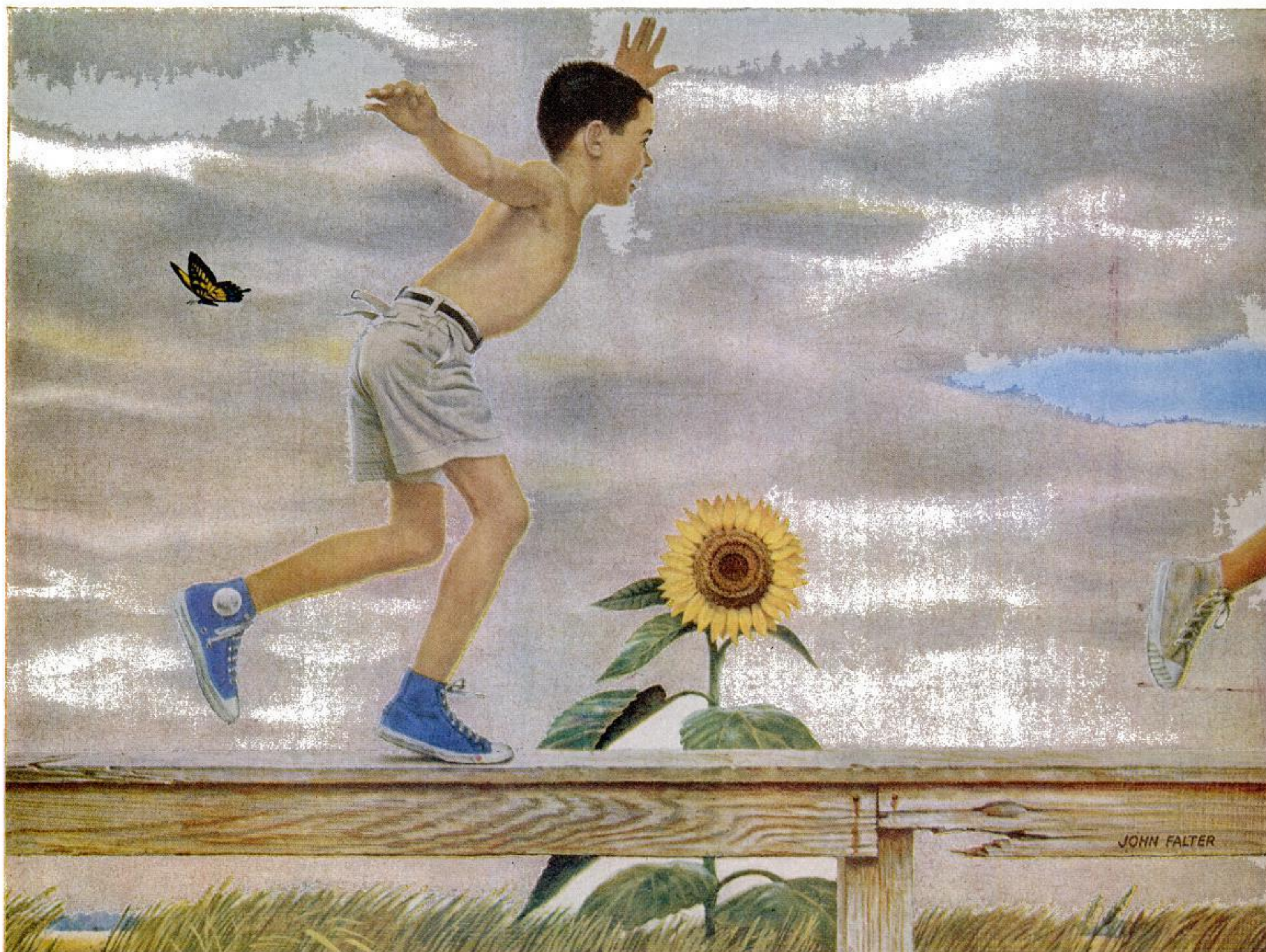
So look for **Wrinkl-SHED** with **Dri-Don\*** by Dan River.

All fabrics designed and woven in the U. S. A. by Dan River Mills, Incorporated, Danville, Va.  
\*Registered trademark for Dan River Mills' wrinkle-resistant wash and wear cottons.









## How many ways can he hurt himself today?

A boy on a back yard fence dreams of adventure as he teeters along on wobbly legs. But the dream vanishes with one false step—and he runs to you with a bruise or a scratch.

You try your best, but you realize you *can't* protect him from *everything*. So you treat

the hurt without delay, for infection can make even a minor cut dangerous.

Of course, if the injury is serious, you immediately call your doctor.

But, *like* your doctor, you want to be prepared with the most modern and effective

First Aid needs for *minor* cuts and scrapes.

Make sure you have these newest, easiest to use essentials in your medicine chest, as well as your trusty **BAND-AID\*** Bandages. They're by Johnson & Johnson, so you're completely confident of *absolute* sterility.

A year's First Aid from **Johnson & Johnson** ...about \$2.



**1. Cotton Balls.** Handiest way to clean around a wound and apply an antiseptic. Exclusive process makes each ball larger and fluffier. Sterile. **39¢**



**2. First Aid Cream.** New multi-purpose healing cream. Effective, yet so safe for cuts, burns, scratches. Doesn't sting or damage live tissue. Helps heal faster. **59¢**



**3. Steri-Pad\* Gauze Pads.** Modern, easy protection for larger cuts, burns, scrapes. Each soft, folded gauze pad comes in a germ-free envelope. Sterile. **40¢**



**4. BAND-AID\* Plastic Tape...** New flesh color adhesive tape. Blends with your skin; sticks better, too. Look for new easy-to-use dispenser. **39¢**



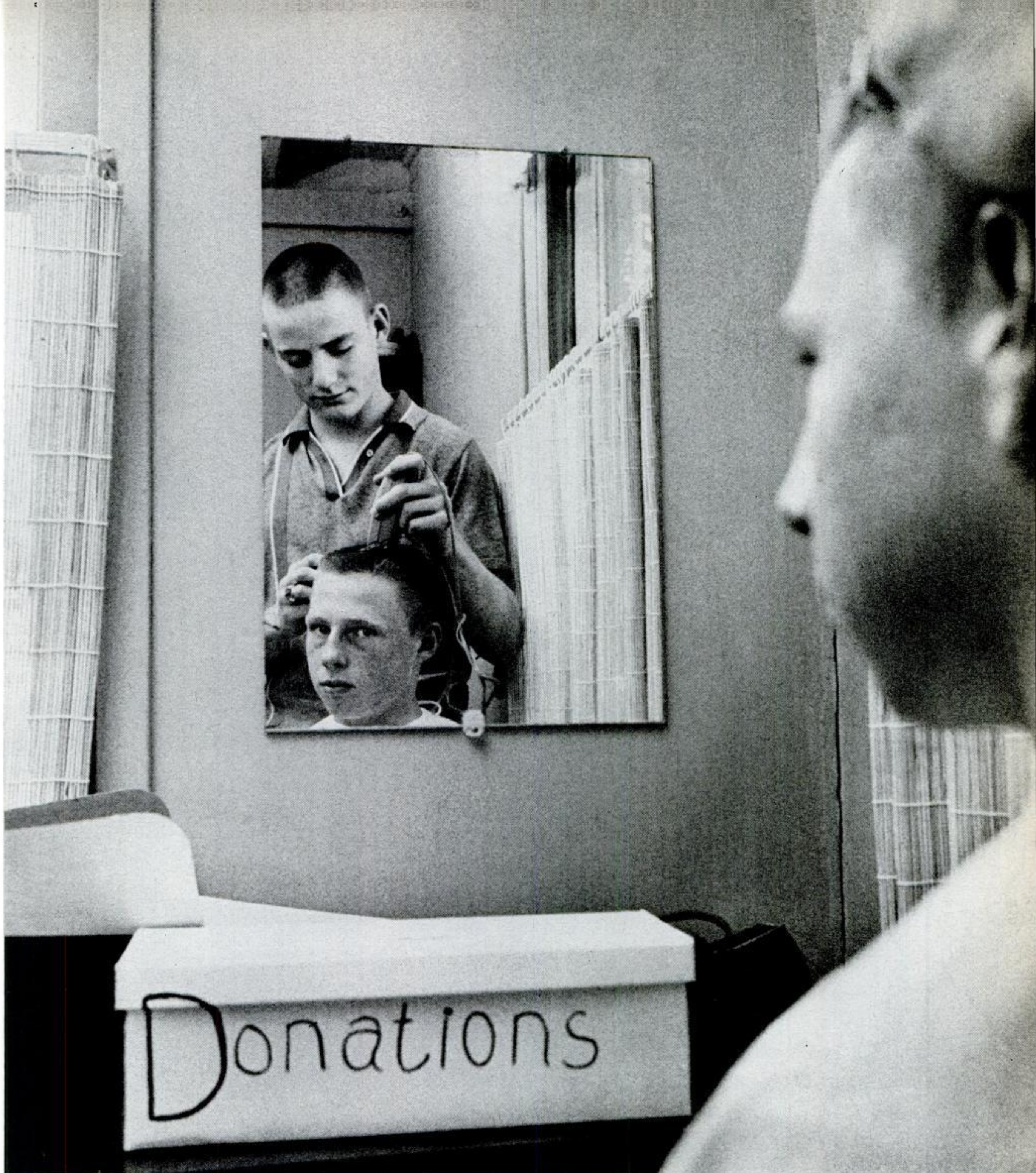
**5. Improved Bandage.** New, exclusive bandage adapts to any shape. Won't slip...it clings to itself. Flexes, won't restrict motion. Neat, easy to use, sterile. **33¢**

\*Trademark. No connection with American National Red Cross.



## Barber, 16, Cuts Prices and Hair

BRIGHT YOUNG barber in Burbank, Calif. is Denny Moore, 16. Last year Denny decided \$1.75—the price in Burbank—was too much for a haircut. Pooling \$6 with two buddies, he set up a shop on his back porch. Because unlicensed barbers are forbidden to charge, Denny can't ask for money. But most of his friends know Denny's haircuts cost 50¢, deposited in a box carefully marked "donations." Since he started, the donations have come to about \$75.



# Surprising Successes of Young Entrepreneurs

Over the years American teen-agers have been most often viewed as a collection of slack-jawed oafs, caring for little but cool chicks and hot licks, who drive parents to the poorhouse, teachers to distraction and sociologists to overstatement. Happily, teen-agers constantly confound their critics by displays of enterprise, often with surprising success. An impressive example is the new version of a youthful enterprise as old as Tom Sawyer's fence: the teen-age entrepreneur.

Teen-agers get into business for themselves for a variety of reasons. Many work to help their parents. Some, like the

junior electronics wizard on page 94 find that in an expanding technological economy their scientific knowhow is just too saleable to waste. One boy (*above*) became a barber simply because he thought haircuts cost too much.

Once they get a start, junior moguls are hard to stop. Working after school and on weekends, the entrepreneurs shown on these pages conjured up profits ranging from \$75 to \$5,000 last year. Teen-agers all over the country raked in a whopping \$3.1 billion—apart from what they wheedled out of the old man when their own hard-earned cash ran short.



# Hard Work, a Smooth Sell, Eye on the Market

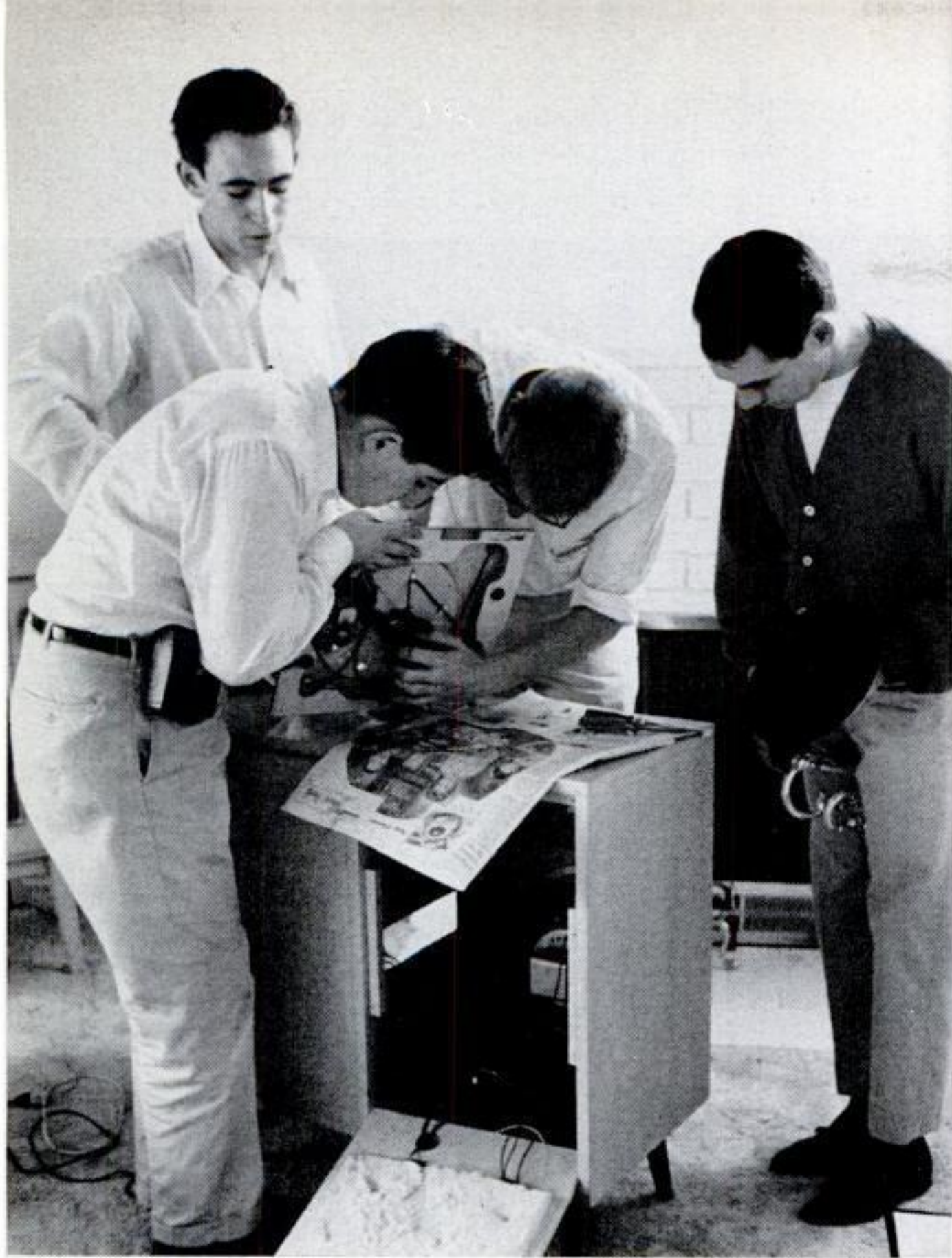


## The Pretty Proprietor of 'The Dilemma'

THE svelte salesgirl (*above*) trying a sweater on a potential customer is the founder and sole owner of "The Dilemma," an art and gift shop in South Euclid, Ohio. She is Roberta Caswell, 16. Starting last fall with an abandoned two-room real estate office and \$500 advanced by her mother, Roberta built

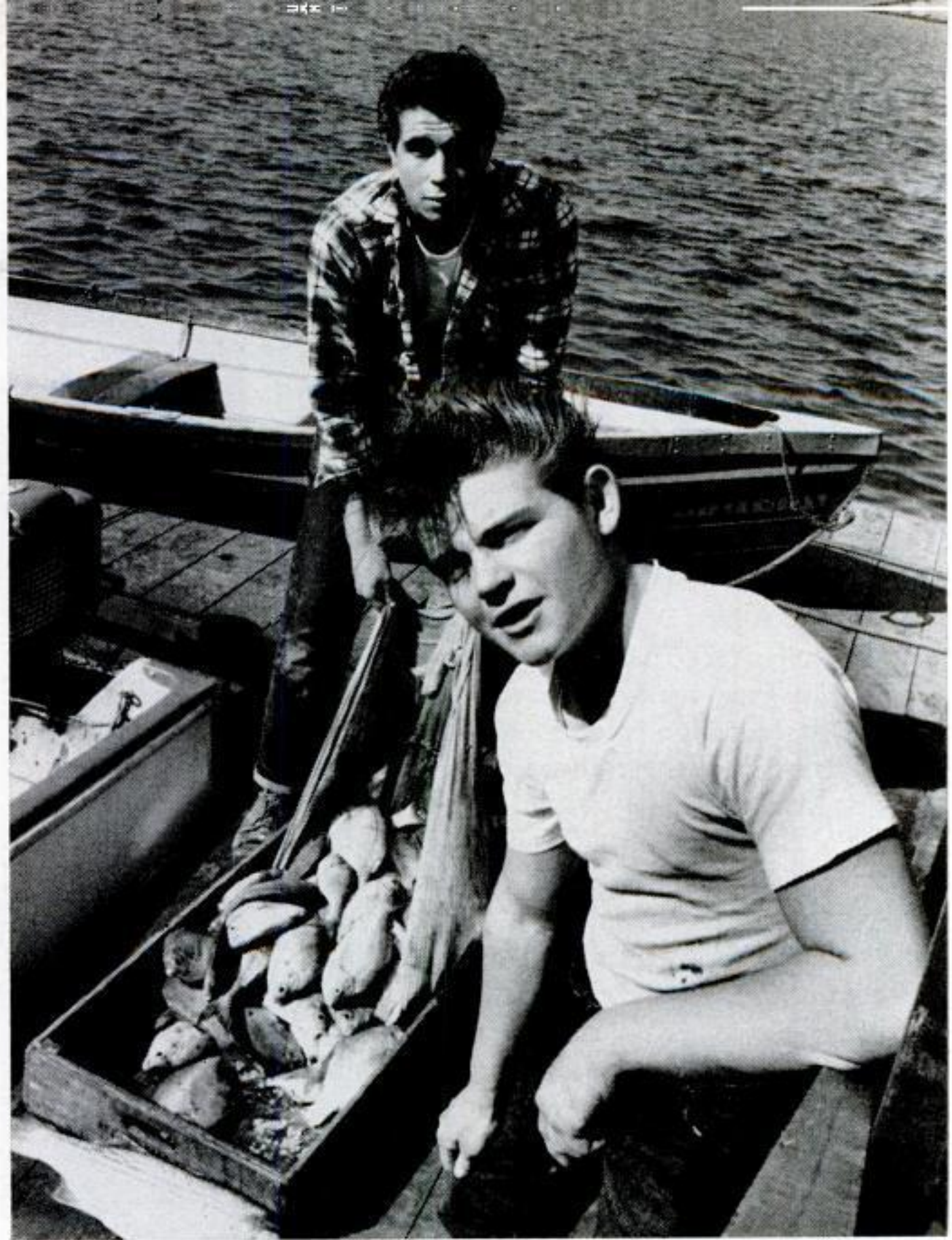
up a good business selling sweaters and craft items. "I believe in a soft sell," she says. "People who are going to buy know what they want." Though she could keep the store open only from 5 to 9 p.m. during school, Roberta has already made \$400—and is regularly putting money aside to help pay for college.





### A Hi-fi Repair Team

THREE boys (*left to right*), Allan Miller, 15, John Bragin, 15, and David Gillette, 14, busy checking a hi-fi turntable for Bandleader Ray Anthony (*right*) in Hollywood founded the Hilltop Hi Fidelity Company. Starting with \$12.64—for an ad offering hi-fi repair work—they now clear \$500 a year.



### A Thriving Fisherman

WHEN he was only 11 years old, Jimmy Williams (in T-shirt, with partner Mel Harper and a mess of perch) began fishing off the city pier in Berkeley, Calif. and selling his catch to local markets. Soon he had saved enough to buy a \$50 boat. Now, at 17, Jimmy hauls in enough fish to net him \$1,000 a year.



### A Part-Time Artist

PATRICIA CHO, a graceful Korean-American girl also from Berkeley, got started in business when one of her mother's friends bought a Japanese watercolor Patty had painted for fun. Since then, though she still considers art mainly a hobby, Patty has made \$250 selling watercolors and silk-screen prints.



### A Grocery Store Partner

IN 1953, when a heart attack forced her father to quit work, Sharyn Schneider (*above*), then 11, and her sister Shirley, then 14, took \$142 they made growing cucumbers and started a grocery. Today the girls own and run "Shirley's Market" in Woodburn, Ore., last year grossed a cool \$260,000.



# A Boy Genius on the Rise ...

Whether he is consulting an engineer (*right*) about a transformer he is perfecting or coaching a worker in his own electronics plant (*below*), Steve Allen at 18 is deep in responsibility normally reserved for men twice his age.

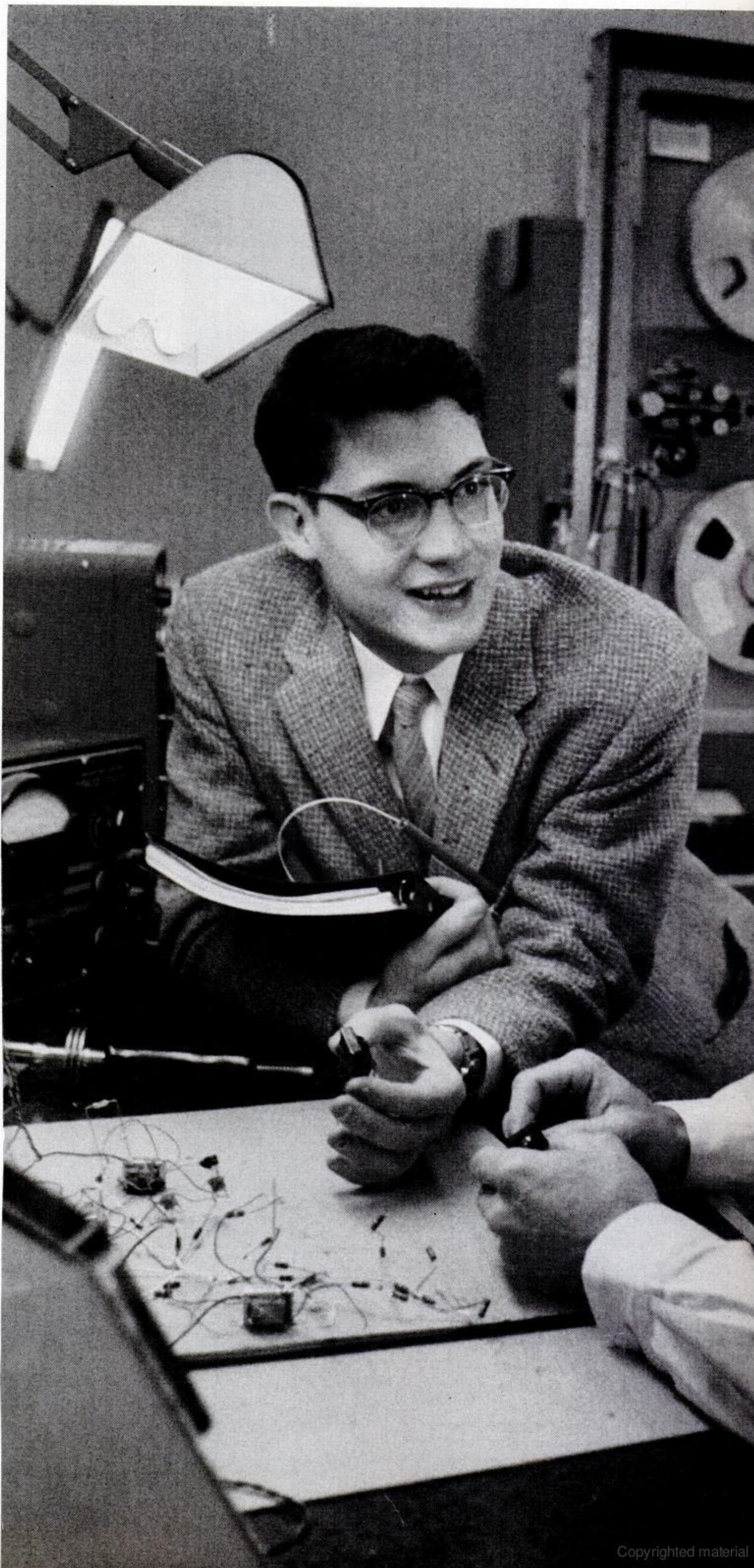
Steve long ago made his peace with precocity. At 10, he built a color TV set. In school, an electrical genius far ahead of his science classes, Steve was restless. "I'd sit there," he says, "and think of what I wanted to do and know I was wasting my time." He started a TV repair service, making rounds by bicycle, and saved \$4,000, then set up his own electronics company, to make transformers. Soon he had 12 employees, grossed \$5,000 a month. At 17—by taking mail courses—he quit school.

Last year he developed a new kind of delay line—a device to replace coaxial cable—and hopes to get a \$75,000 contract in the fall. Overseeing his plant, inventing new products, making business calls leave no time for fun. ("As for recreation," Steve says, "the production angle compensates entirely.") Sometimes, he concedes, it would be nice to meet a girl "who could share my interest in electronics."

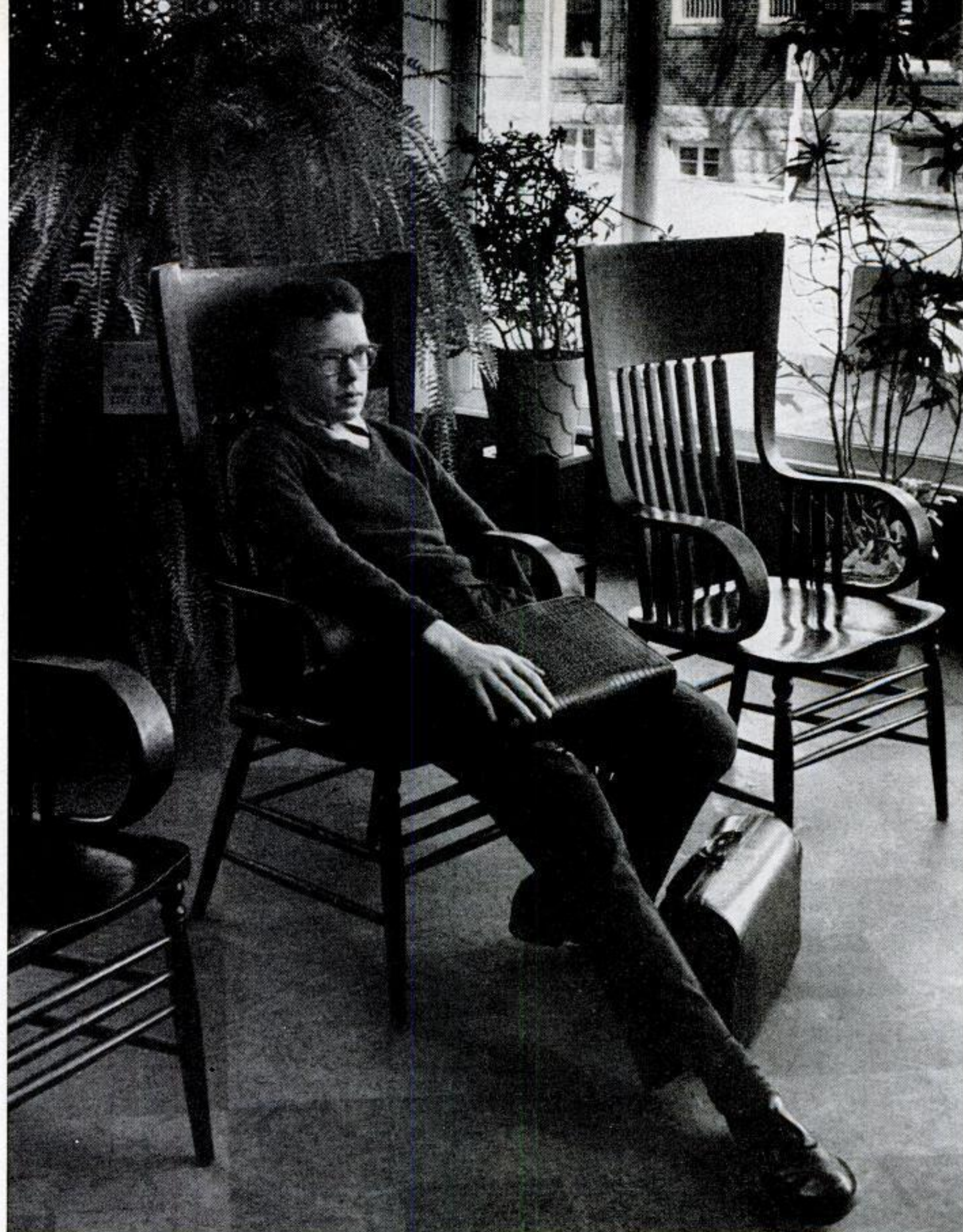
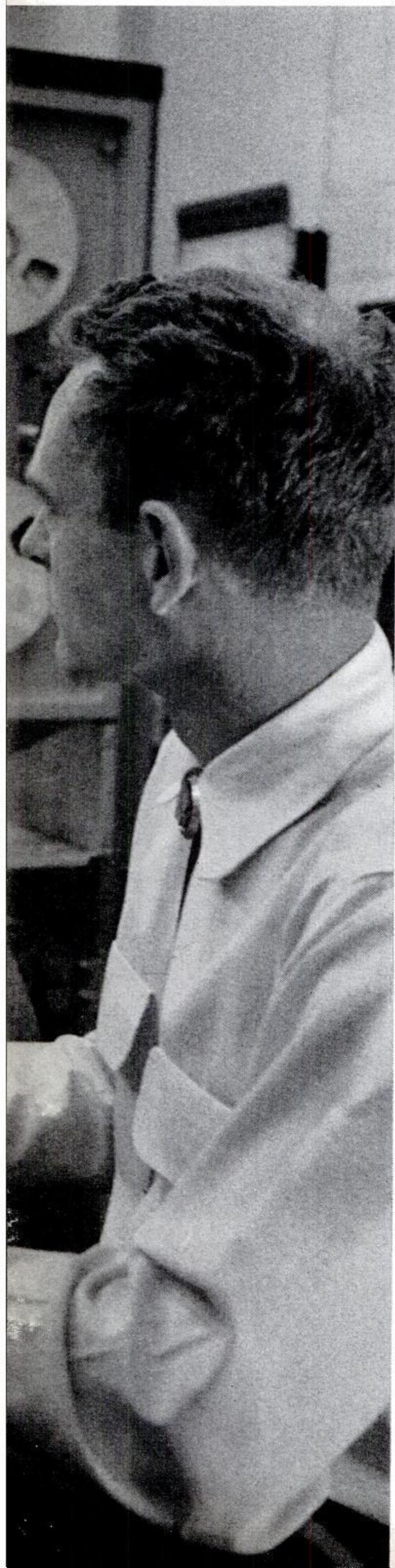


WITH WORKER in his Palo Alto plant, Steve explains how he wants new transformer modified.

WITH ENGINEER John Eddy (*right*), whose firm may buy transformer, Steve plans changes.







ON THE ROAD Terri Wells waits in hotel for bus to take him to a new client in nearby town.

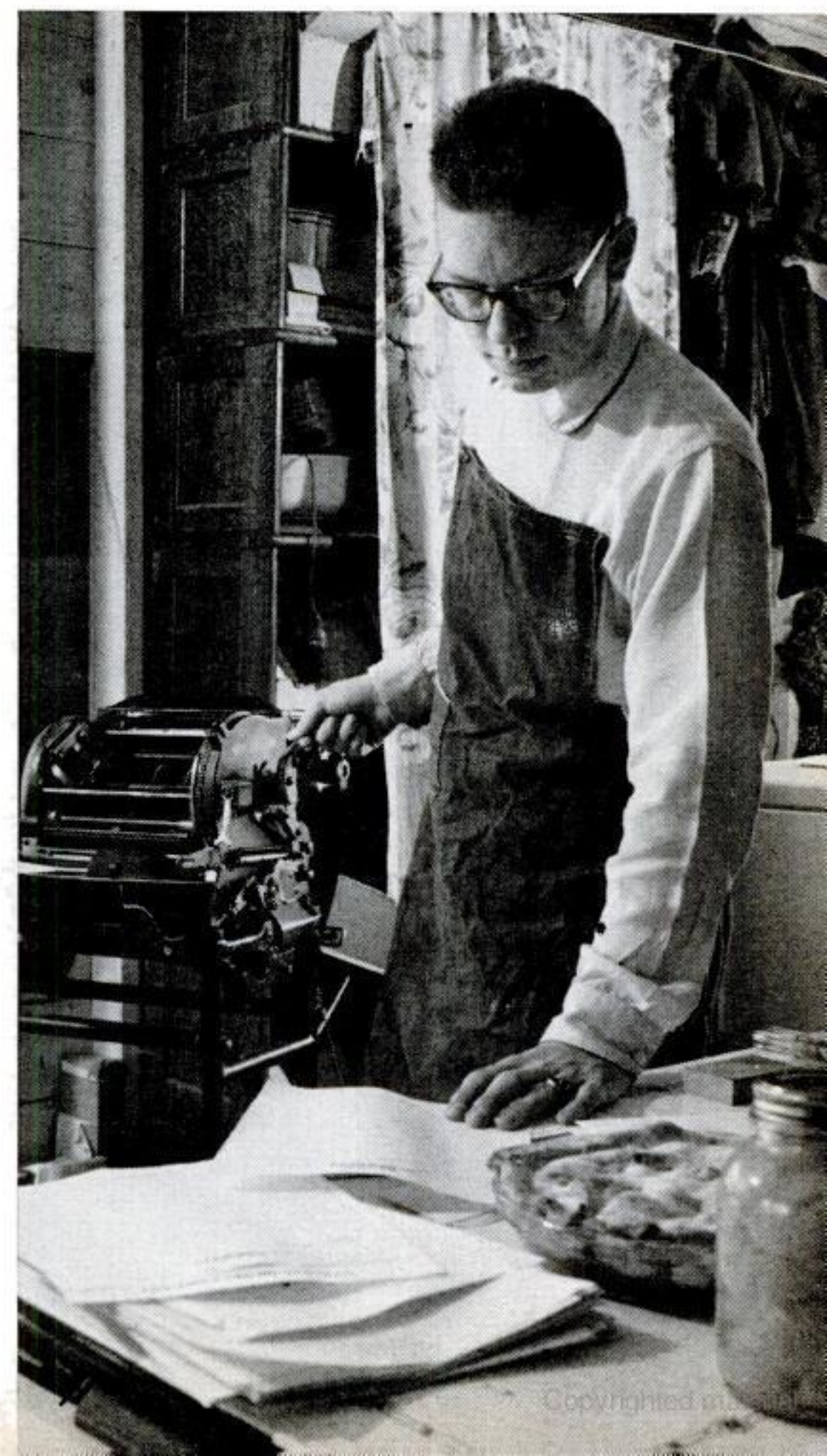
IN HIS OFFICE, part of family porch, Terri uses his new press to run off the letterheads he sells.

## ...The Growth of a Salesman

Whether he is waiting, with sample case at hand, in the lobby of a hotel (*above*) or cranking out letterheads with his own press (*right*), Terri Wells at 17 is the embodiment of two classic American business virtues—deep dedication to selling and never-let-up hustle. At 7 Terri sent for a drug company's sales kit, peddled the product and won a chemistry set. "After that," he recalls, "I knew I was going to look into that selling field a little more."

Since then, ranging by bus around his home town of Fredericktown, Mo., Terri has sold subscriptions to a newspaper called *Grit*, orders for letterheads and business cards. "Before I go out on a sales call," says Terri, "I try to think of all the things I can do to save my customers money—and still make a profit." With his profits—now \$500 a year—Terri last year bought a supply of type and a letter press, began printing his own products. Even the Army, which he joined last month for special training, has not disturbed Terri's business. He has found a partner back home—and arranged to do the mail-order work himself from camp.

CONTINUED







## A Dancing Class By and For Kids

MANEUVERING a pair of 12-year-olds into the proper position for the Lindy, Charles Lewis, 18, looks calm and professional. He ought to. He has been making money from dancing lessons for three years. Starting as an assistant in his parents' dance school in Kansas City, Mo., Charles was soon able to branch out on his own. Now, with weekly dance classes for children, he employs a part-time assistant, clears about \$25 per month. "I think my kids are interested because I'm so young," says Lewis. He does not, however, let youthful tenderness carry him away. "My buddies sometimes ask for free lessons," he explains, "but unless they're real good friends, I like to get paid."



# Woman who “never uses” the railroads



The car she drives...  
The food she buys...  
Her family's clothes...  
The new house she loves...

They've *all* come her way on the railroads  
—either as raw materials, as component  
parts, or as finished products.

*Woman who “never uses” the railroads?  
There's never a day when she doesn't!*

---

Railroads carry more of the things you use  
than any other form of transportation. And  
they save you money, too, because railroads  
are a *low-cost* way of shipping freight.

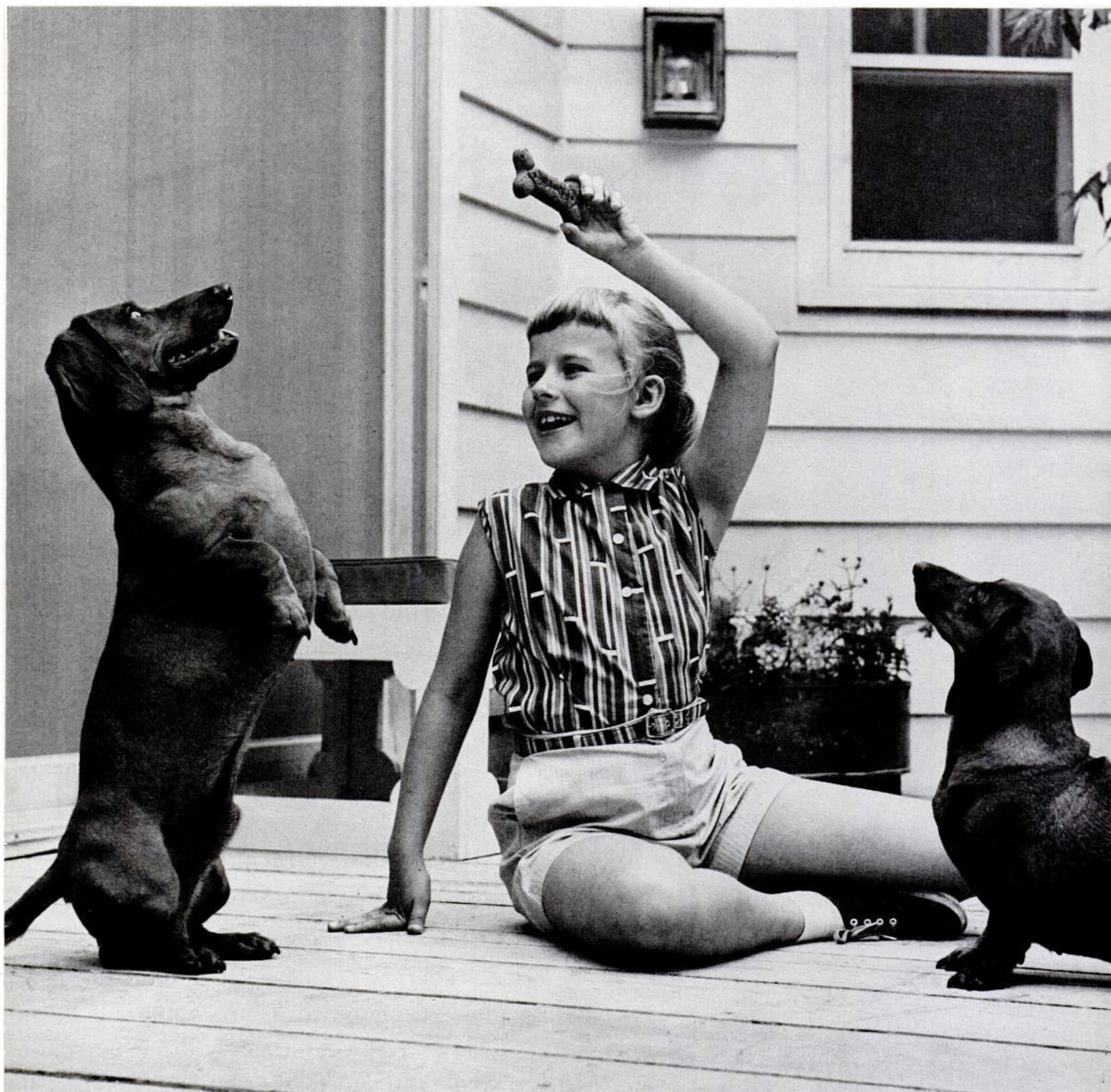
That's why financially sound, progressive  
and strong railroads are important to you.  
They are essential both to an expanding  
economy and to the national defense. It's  
in your interest that railroads be given the  
*equality of treatment and opportunity* on  
which their health depends — now and in  
the future.

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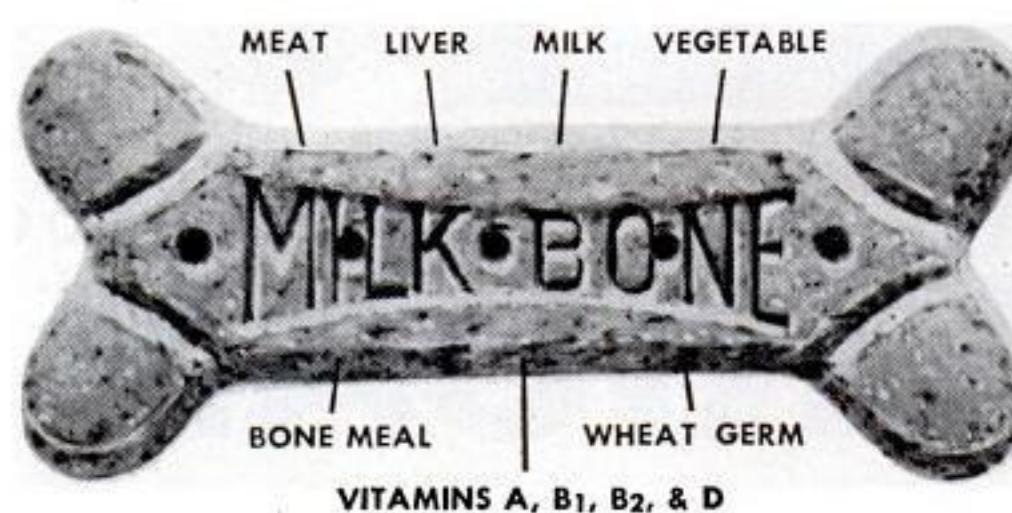
## Milk-Bone satisfies the bone hunger of your dog

**Milk-Bone Dog Biscuit looks like a bone, chews like a bone — provides chewing exercise plus vital nutrition.**

Bones are few in today's kitchens, and most that are available can actually be harmful to your dog. Therefore, the modern dog is bone-hungry.

The answer is Milk-Bone, the biscuit that looks and chews like a bone—but provides far more nourishment, including milk, meat, bone meal and vegetables. Unlike other biscuits, Milk-Bone contains only the flavors and colors that nature put in the ingredients. Nothing artificial is added.

Satisfy the bone hunger of your dog. Get Milk-Bone in the size biscuit that suits him best—small, medium, or large.







LOOKING MORE LIKE SCHOLAR THAN SCULPTOR, LEO CHERNE SITS IN HIS OFFICE WITH HIS BUST OF PASTERNAK

## Pasternak in Bronze

The calm, craggy face of Boris Pasternak in its way moves people as strongly as the heroic sentiments of his novel, *Doctor Zhivago*—and none has been moved more actively than an American named Leo Cherne. As a political economist and executive director of the Research Institute of America, Inc., Cherne was deeply touched by the book. As an amateur sculptor, he was so fascinated by the strong face on the book's jacket he decided to do a bust of Pasternak in bronze. Aided by photographs, he set to work on a clay model. Gradually he abandoned the

photographs, trying instead to "catch the essence" of Pasternak merged with the spirit of Doctor Zhivago. After three months of weekend and nighttime sculpturing he completed the bust and had it cast.

Recently Cherne sent photographs of his sculpture to Pasternak, who responded in the noble, expressive prose that has made him world famous. The bust was "flattering . . ." he wrote, "a sort of spirit of likeness is marvelously caught in a nice, subduing manner. . . ." He ended with a compliment (below) gracious enough to warm any sculptor's heart.

*I've recalled to it, I should  
like to be like it always,  
without interruption.  
Peak beliefs in the sincerity  
of my gratitude and affection.  
B Pasternak*

PASTERNAK LETTER to Cherne, partially reproduced above, conveys his appreciation in fluent, if somewhat

formal, English. Cherne plans to have smaller size reproduction made of bust so he can send it to Pasternak.

## Looking for a new taste in mustard?



A mustard that is shy, retiring, is no mustard at all, says mister mustard. A great mustard should manage to be a delightful contradiction of emphatically hot and delicately mild. mister mustard is perhaps the *only* such mustard this side of Dijon, France. If you've never tasted it on sandwiches, meat, cheese, salads, you must—soon. Get it in the open refrigerator section of your food market. WRITE FOR FREE 24-PAGE RECIPE BOOKLET. The Frank Tea & Spice Co., Dept. 6, Cincinnati 2, Ohio.

*keep me cold and I'll stay hot!*  
**mister mustard**

You'll like **Elbeco**  
**SHIRTS**  
UNIFORM • SPORT • DRESS  
WIDE AWAKE SHIRT CO.  
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Here's blessed relief from itching torture & misery of hemorrhoids, chafing, rash and eczema with a new amazing scientific formula called LANACANE. This fast-acting, stainless medicated creme kills harmful bacteria while it soothes raw, irritated and inflamed skin tissue. Stops scratching and so speeds healing. Don't suffer! Get LANACANE at druggists!

Regular & Extra Sizes 49¢ & 59¢  
**Camillia** PANTIES T.M.  
exclusively at **KRESS** Stores

### Stops Bad Breath INTERNALLY!



You Simply  
Can't Offend

ENNDS Put  
an End to Odor  
in Seconds!

For quick, safe, sure, 'round-the-clock freedom from odors of strong food, alcoholic beverages, smoking, etc., take wonder-working, pleasant-tasting "ENNDS" Tablets containing the miracle extract, Daratol®.

"ENNDS" act internally where sprays, mouthwashes, toothpastes simply can't reach. Can't upset the stomach. Trial size at Drug counters only 54¢.

**"ENNDS"**



# ***A GROWING U.S. FAD:***





# FALLS FOR FUN

*Enthusiasts drop 10,500 feet in a minute, go 125 mph, fly like the birds in the exuberant sport of parachuting*

by LOUDON WAINWRIGHT, *LIFE Staff Writer*

**I**F you are between the ages of 16 and 45 and are bored with drag racing, motorcycling, skindiving, mountain climbing and bullfighting, the chances are good that you could recapture some of the old zip by taking a parachute jump, preferably one involving a long free fall, say for about 30 seconds from the time you leave the airplane until you pull the rip cord.

The view from the plane at 7,000 feet is marvelous. The fall itself, at a top speed of 125 mph, is exciting without being taxing. The time is passed pleasantly in barrel rolls and loops as the patchwork of the ground slowly expands before your eyes and the actual opening—if the man back in the rigging shed has done his job conscientiously—is gentle. The final swinging descent takes place in blessed silence as you deftly manipulate your 28-foot-diameter, undie-thin nylon for a dead-center landing on the target. Of course, it is perfectly permissible to shout in jubilation on the way down and you are almost sure to be wearing a silly expression when, after a one-and-a-half mile drop, you land with the delicate shock of a man who has jumped from a four-foot wall.

Most parachutists, whether novices or veterans, wear the same expression: the cheeks are flushed, the eyes are shining, the mouth trembles. It is a look compounded of joy, lust and, for the novice, enormous relief, and it plainly states that you are a jumper and you are alive and it's all a hell of a kick.

Most people, whose fear of heights and falling probably dates back to their first infant plunge to the floor of the nursery, understandably feel that a parachute is a horrifying emergency device used to get from up to down only when there is no other way out. The thesis therefore that parachuting is a restorative and fun besides amounts to apparent insanity. Surely, they think, the heart would stop, the cord would fail, the chute would rip and the jumper would fall, screaming and kicking all the way, straight into the ground—where his remains would approximate the status of a quivering aspic.

Yet there is a growing, if still exclusive, coterie of serious-minded and responsible young men in the U.S. who devoutly believe in the manifold physical and spiritual benefits of parachuting. Not only that, they believe that it is utterly safe—though they would deem a leap like the one described above inadvisable without considerable practice and training. These men, when they are not falling out of airplanes themselves, are busily spreading their exhilarating gospel, which is that practically everybody can and should jump.

Astonishingly enough, their message appears to be having some effect, indicating that there are more relaxed people around than one might suppose. While it is still possible to jump almost anywhere without

falling into another chutist, the sport is definitely on the increase around the country. There are weekend parachuting clubs in Seattle, Cincinnati, San Francisco, New Orleans and 70 other U.S. localities. Several colleges have clubs that compete against one another. Military paratroopers whose daily business is jumping have formed free-time chuting groups at posts in North Carolina, Kentucky and California. At all of these places the membership is rising—or rather floating downward—in ever greater numbers. It is estimated that whereas last year there were only 1,500 organized jumpers in the U.S., there are now as many as 3,000—a slightly larger number than the French total, but still well below the estimated figure of 6,000 sport jumpers in the Soviet Union.

## Today's dignified jumpers

**T**HE new leapers are generally not the sort of thrill-seekers for whom a long fall is the only thing left. Business executives, doctors, lawyers, lady librarians and teachers are some of the more respectable types who are parachuting these heady days, and in Philadelphia there is an honor-roll college student with the odd distinction of never having gone up in a plane that he has not left in mid-air.

The anti-catapedaphobic center of the nation is a country airport ringed by green hills in Orange, Mass. On a clear day with light winds there is rarely a moment when the sky above Orange is not dotted with the blossoms of brightly colored chutes gently lowering their enthusiastic cargoes to the ground. In the three months since the Sport Parachuting Center there first opened, more than 700 jumpers, 175 of them initiates, have taken advantage of its unique facilities. The worst injury to a parachutist in that period has been a slight ankle sprain, although there was an awful moment one gusty Saturday in June when a tiny lady in an oversized chute appeared actually to be climbing for a while immediately after she left the plane, soaring like Dorothy in the opening cyclone in *The Wizard of Oz*. Normal time of descent after opening is about two minutes. Four minutes elapsed before this lady arrived harmlessly in the woods.

Small planes carrying prospective jumpers drop in to Orange from Boston, New York and as far away as Kansas City. Young men who arrive in their own cars are continually walking into the center's office and inquiring, somewhat shamefacedly, "Is this the place where people jump?" Others come with their families. It is a startling commonplace at Orange to see mothers and fathers calmly munching hot dogs while they wait for Junior to come plunging out of that airplane high above them.

The proprietor of the Orange facility is a 30-year-old French-born American named



**JITTERS AND JOY** alternately show on face of Beverly Pierson before (above) and after first jump.

Jacques André Istel, who drove cars at enormous speeds and worked for his father's investment firm before he became the Billy Graham of parachuting. Istel is an uncompromising evangelist for his sport. An ex-Marine officer whose heavy neck and sloping shoulders give the impression of great physical strength, he has made 383 jumps, but he considers this a measly total. "The most inexperienced man on the Russian team we faced in competition in 1958 had more than 1,000 jumps," Istel says. "To be a great parachutist, you have to keep jumping. Of course there's a limit to it. Not long ago someone jumped 124 times in a single day, but this didn't prove much except that he had an awfully good airplane."

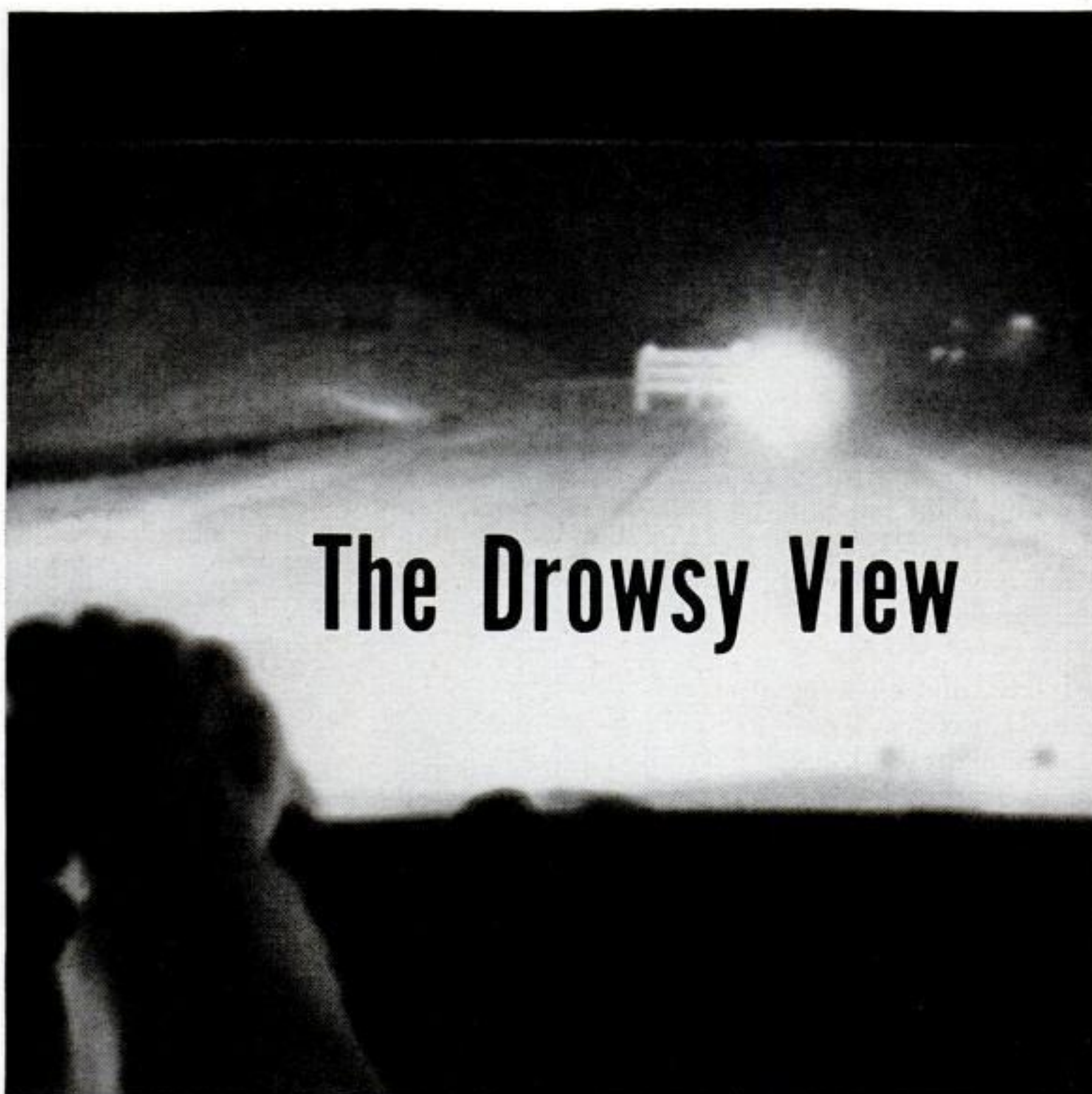
The dean of U.S. parachuting, Istel has arrived at his position of eminence by thinking and talking about nothing else. His first question to a new acquaintance is likely to be, "Are you interested in becoming a parachutist?" and he is obviously puzzled by the many negative replies he gets. For Istel, parachuting is a high form of human expression, like writing poetry, and a parachutist, particularly one who has dropped about 5,000 feet through space before opening his canopy, is a man who has glimpsed his greatest potential. "The parachutist has a sense of purpose, a sense of conquest impossible for most people to achieve in other ways," says Istel. "There are too many restrictions in modern life. A young man can't do anything without breaking some law. In parachuting he has complete freedom, including freedom of the choice to save his own life. If he fouls up, he is dead."

Being dead, Istel would want it quickly

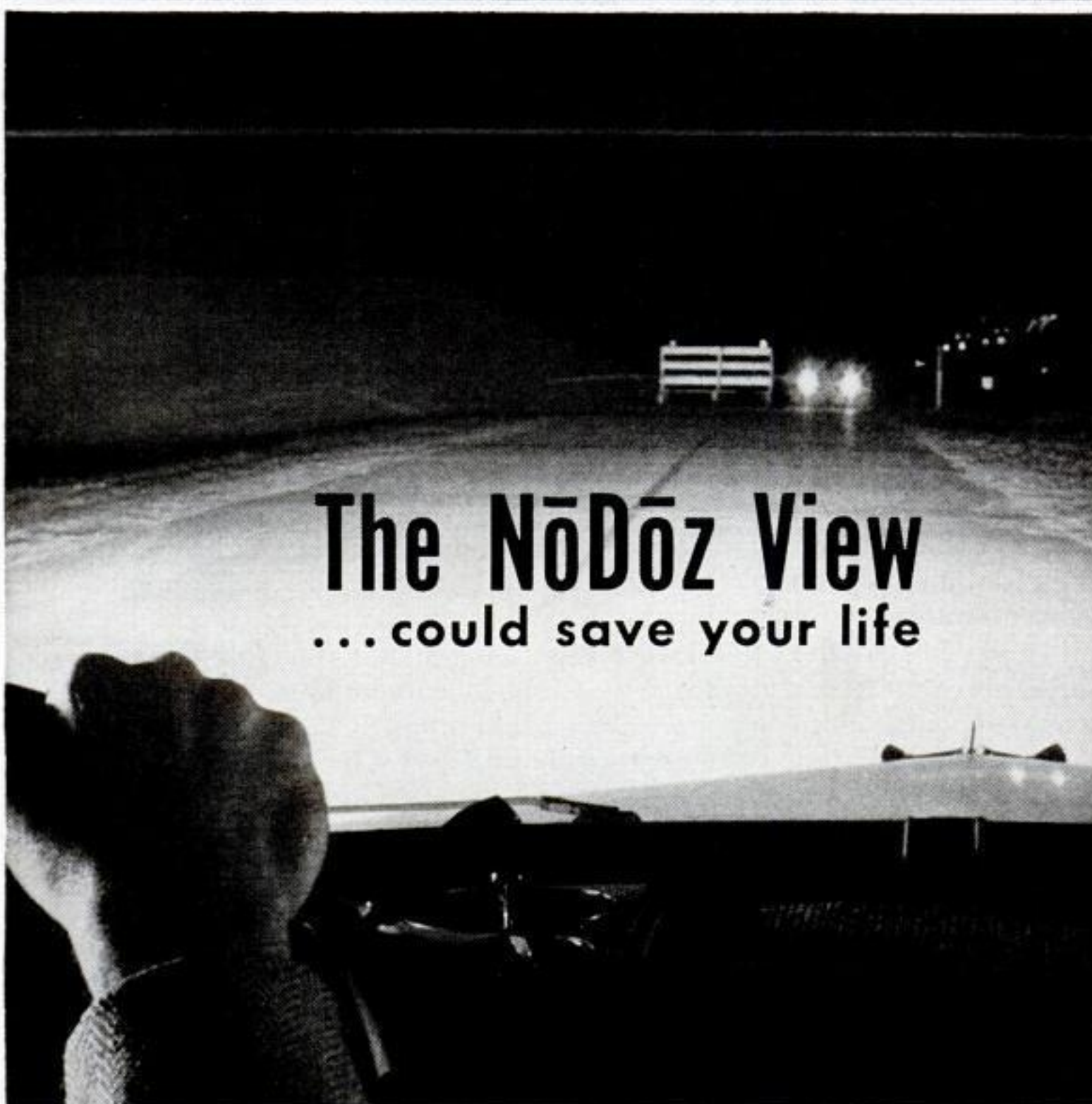
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## The Drowsy View

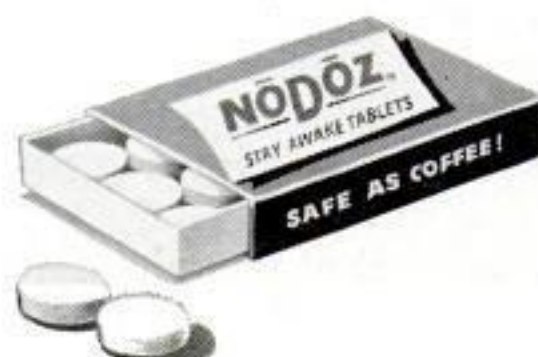


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# Millions of times a year safe NoDōz® keeps drivers awake

Fight drowsiness and "highway hypnosis" with NoDoz, the *safe* stay awake tablet. NoDoz guards you with caffeine—the same friendly stimulant you enjoy in coffee and tea. Faster, handier, more reliable. Non-habit-forming NoDoz delivers an accurate amount of safe stimulation to keep your mind and body alert when driving—or while you work, entertain or study.

*P. S. Be sure you have NoDoz when you need it. Keep a supply on your person or in your car, at home or at work. NoDoz could save your life.*



NoDoz, the *safe* stay awake tablet  
On sale everywhere  
Another Product of Grove Laboratories

## CHUTING FOR FUN CONTINUED

understood, is a state no parachutist, unless he is a very old parachutist, need contemplate. Though there have indeed been four jumping fatalities in the U.S. so far this year, Istel feels that in each case carelessness or reversible human error was the cause. He believes that jumpers using modern sports equipment and following up-to-date safety rules—most of which he has written personally—are safer than skiers or even motorists. "You can do everything wrong," Istel is fond of telling beginning jumpers, "and still make a fairly good jump."

Although the word is not normally associated with long falls from high places, safety is the watchword at Orange. As they do at all reputable parachuting clubs, jumpers at Orange wear two chutes, a main chute which is slung on the back and a reserve chute strapped to the front of the harness to be used in case the first malfunctions.

New candidates must pass a physical exam, the instructors are all expert jumpers, weather conditions must be within strict minimums, the equipment is kept in perfect condition. Before a beginner can take a free fall by himself, he must make five supervised jumps using a strap hooked to the inside of the plane which pulls the chute open after only a four-second fall.

Considering the sort of thing that ultimately goes on there, the mood of Orange is surprisingly normal. It is rather like a driving range or a public ski tow. The novice jumper can rent a chute for \$5, and a real enthusiast can buy one for about \$350. The first jump course with all equipment rented costs \$30, but experienced jumpers with their own chutes can leap for as little as \$2.50. "The sport needs normalization," Istel says. "If things are normal, people will say, what is there to worry about?"

In spite of the speed with which the Istel-led crusade is progressing, it seems safe to assume that some aspects of the sport still require explanation. For instance, the idea behind the whole thing is not just to traverse safely the yawning gap between plane and ground, though this basic facility is helpful to those planning a long jumping career. One requirement is accuracy: the jumper tries to land in the center of a target. He achieves this in two ways—by leaving the plane at the proper point in the sky and by steering his chute through the air. In modern sport jumping this is accomplished with the help of "open gores." A chute with an open gore is simply one with a pie-shaped section of the canopy removed. Such chutes are easily steered by experienced jumpers. They drop even more slowly than the old-style canopies without holes.

### How to leave a plane in mid-air

**A**LTHOUGH accuracy in landing is a key requirement of sport jumping, it must be obvious that everything depends on what seems the ultimate madness: leaving the plane in the first place. By this it is not intended to conjure up images of reluctant jumpers losing their nerve, fighting off their jumpmasters and demanding to be taken back to earth the way the Wright brothers intended—by plane. Actually this almost never happens, although every novice is afraid that it will. However reluctant he may be at the last moment, the jumper has already made his decision before he leaves the ground. Though he is frightened and often wonders what wild combination of stupidity and bravado got him into this dreadful spot, he goes when he is told to go. His ego demands it. One first jumper who was asked how he felt as he was about to climb into the plane summed up the dilemma of a man caught between sober contemplation and pride: "It all seems very unlikely."

When the most unlikely moment of all arrives, it is not enough just to fling oneself out of the plane. At the jumpmaster's command to stand by, the chutist must swing his feet out of the open side of the plane (it is usually a high-wing monoplane) and place them carefully on a step which extends about 18 inches out from the cabin. When the instructor says "Go," the jumper rises to his feet on this step and reaches outside for the strut which supports the wing. This maneuver completed, he is standing entirely outside the cabin, facing the direction in which the plane is going. In goggles and helmet, with the wind whipping at his coveralls and the chute packs around his body, he looks in his crouched stance like a throwback to the golden days of cinematic wing-walking. Though he is often a fearful man wondering how he is possibly going to do what he has to do next, he looks unmistakably like Richard Arlen waiting for just the proper time to drop off and fall straight into the cockpit of the enemy plane beneath him.

At this biggest of all possible moments the jumper is supposed to leave immediately. This is not an attractive time. Although the plane has slowed for his departure, the wind is still tearing at him at about 80 mph, and there are very large quantities of open space





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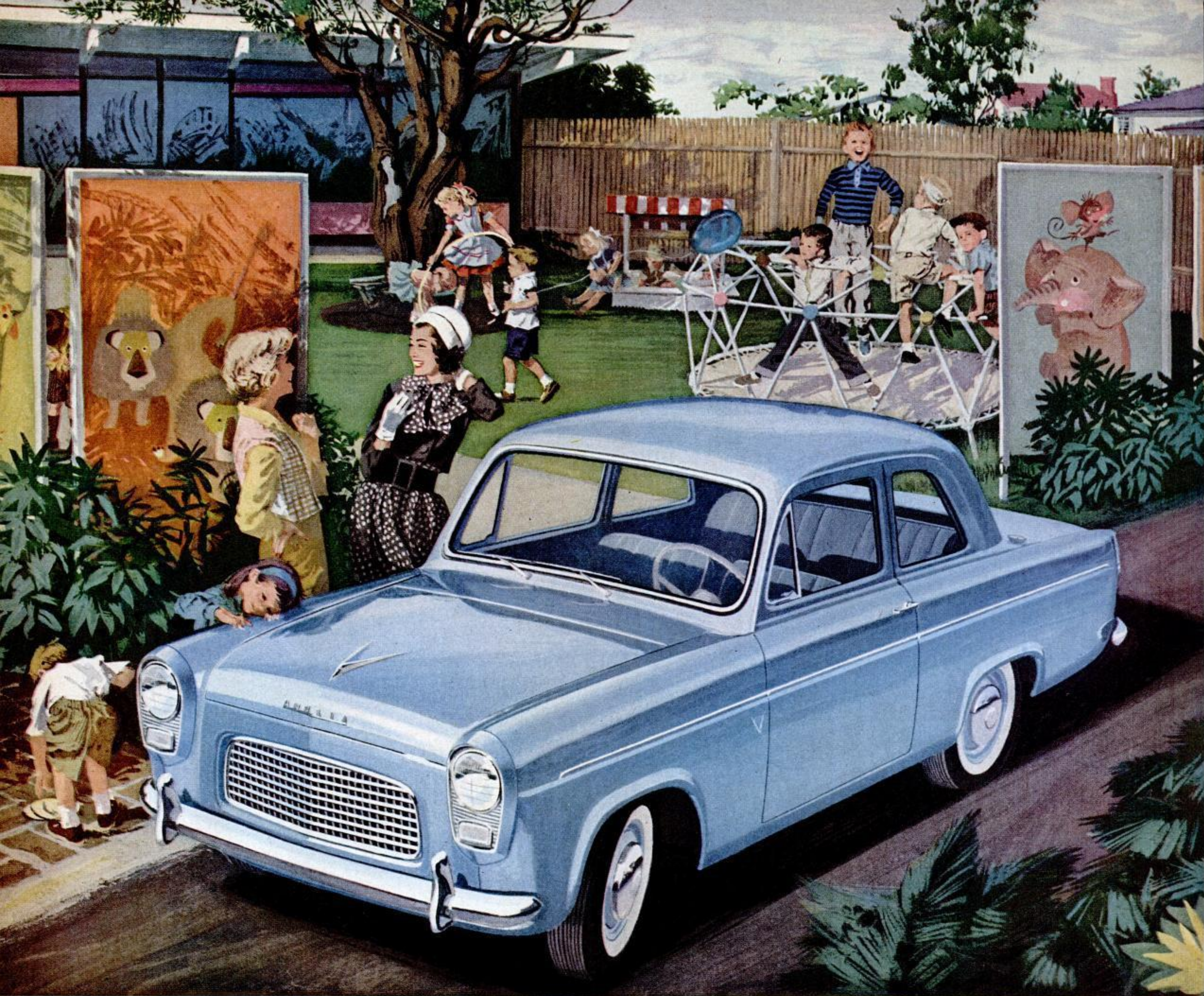
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**LEARNING FUNDAMENTALS.** Beverly Pierson emulates Instructor Nate Pond, practices spread-eagle stance on ground before going up for first jump.

## CHUTING FOR FUN CONTINUED

beneath him. "When I got out there," said one novice, "I forgot absolutely everything. But it seemed a poor time for further questions, so I just let go."

Letting go is one way to do it, but the best take-off requires a more concentrated effort. The jumper should lean forward against the strut, then kick vigorously back and up with his feet and push off with his hands. If he does all this properly, he finds himself in mid-air, parallel to earth, back arched, head thrown back and arms flung wide in the swan dive to end all swan dives.

This mid-air, spread-eagle stance, curiously known in the trade as the "stable position," is crucial for a smooth, relatively uneventful flight. If the novice does not maintain it until his opening chute pulls him into an upright position, he is very likely to start an uncontrolled tumbling and looping called "disorderly fall." For the experienced parachutist this phrase has exactly the same derogatory connotation that disorderly conduct has for a night court magistrate.

Disorderly fall arises in most cases when the jumper makes a bad exit. If he leaves the step with his head too far down, he goes over into a forward somersault. If his kickoff is weak and his legs are too low, he tumbles slowly over backward, with the shocked expression of a man letting go the edge of a cliff after his fingers have been stepped on by his best girl. If the jumper is too far over on one side, he starts rolling in that direction.


### The danger of disorderly fall

**S**UCH inadvertent acrobatics can be distressingly uncomfortable. It is entirely possible that a man in the midst of a long delay before opening could be spun into unconsciousness if his fall got sufficiently disorderly.

When a beginner makes his first safety jumps on the "static line," which opens the chute automatically, he does not really have time to get in serious trouble. But there is plenty of time for the nervous novice to *think* he is in trouble. As he falls he is supposed to count aloud, "One thousand, two thousand . . ." and by the time he reaches "four thousand" his chute should be open. But the briefest moment in such a bizarre situation can be tremendously magnified and a common tendency is to count too fast. "I got up to four thousand," one jumper reported, "and I was still falling and I thought, 'This is a hell of a thing.' I didn't want to pull that emergency chute. So I counted over again real fast, 'Onetwothreefour' and *Voom!* She opened."



It would seem that virtually nothing could call for more sheer resolve than just bailing out and letting the static line take care of the opening. Yet experienced jumpers scorn it for themselves. They tend to look on the novice's jumping altitude of 2,400 feet as a sort of kiddie pool in the sky. Parachuting to them means long free falls from high altitudes. During these falls they perform truly astonishing gyrations and, although they are only wingless


CONTINUED



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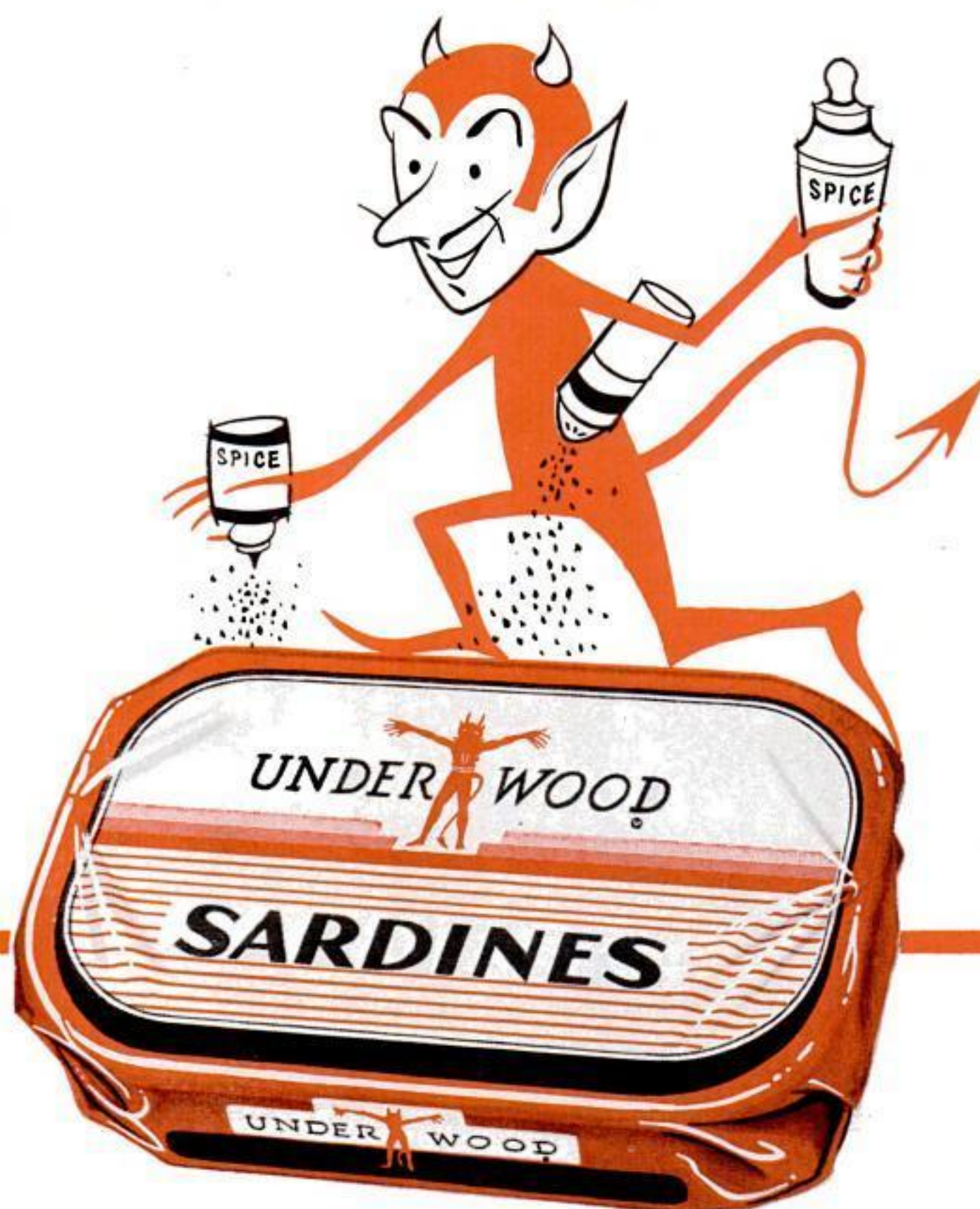
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**HIGH PRIEST OF JUMPING IN U.S.** is Jacques Istel (second from left) shown at his Orange, Mass. parachutists' school with instructors (left to right) Lew Sanborn, Nate Pond, George Flinn. Each has made at least 100 jumps.

## CHUTING FOR FUN CONTINUED

bodies ultimately powerless against gravity, they actually fly. This is sky diving, without question the world's most exacting and exciting sport.

A first-rate sky diver—there are probably only 50 of them in the U.S., including Istel and his three instructors at Orange—is in most cases a man who has made 100 or more jumps, the great majority of them free falls with delays of up to 60 seconds before opening the chute. To bring off a 60-second "delay" successfully, the jumper has to bail out at 12,500 feet; when he finally pulls the rip cord a minute later, he is 2,000 feet from the ground. (The world's free fall record, established by Nikolai Nikitine of Russia in 1957, is 47,953 feet. The women's free fall record—as might be expected, parachuting is not a male monopoly—is held by a Russian lady named Valentina Kouliche.)

If the sheer span of time and distance covered in these falls stirs wonderment in the breasts of groundlocked laymen, it is really what takes place on the way down that counts. The free-falling parachutist can perform a wide variety of controlled acrobatics through subtle movements of his arms, legs and even hands. A good jumper can do flat horizontal turns, loops and barrel rolls under perfect control. His greatest danger is not that he will whirl into unconsciousness but that he will simply get carried away by the fun of it all.

### The feeling of falling

**S**UCH bemusement is dangerous for a simple but startling reason: there is very little feeling in falling. When he first leaves the airplane, a man drops like a stone and picks up speed rapidly, but around 10 or 12 seconds after he has jumped he is traveling between 120 and 125 mph and never goes any faster. At this rate, which many hot-rodders and Jaguar drivers with one anxious eye on the rearview mirror achieve almost daily, he can feel the wind tearing at his helmet and raising his goggles slightly from his face, but there is no other sensation of falling. Lew Sanborn, an instructor at Orange, says, "It's like floating in an ocean of air." Another instructor, Nate Pond, comments, "You can get over on your back and stabilize there and it's just like being in a great big featherbed with all of your arms and legs and body resting against the air." Losing track of time and altitude in such comfortable surroundings can be fatal: the feathers reach only to the ground.

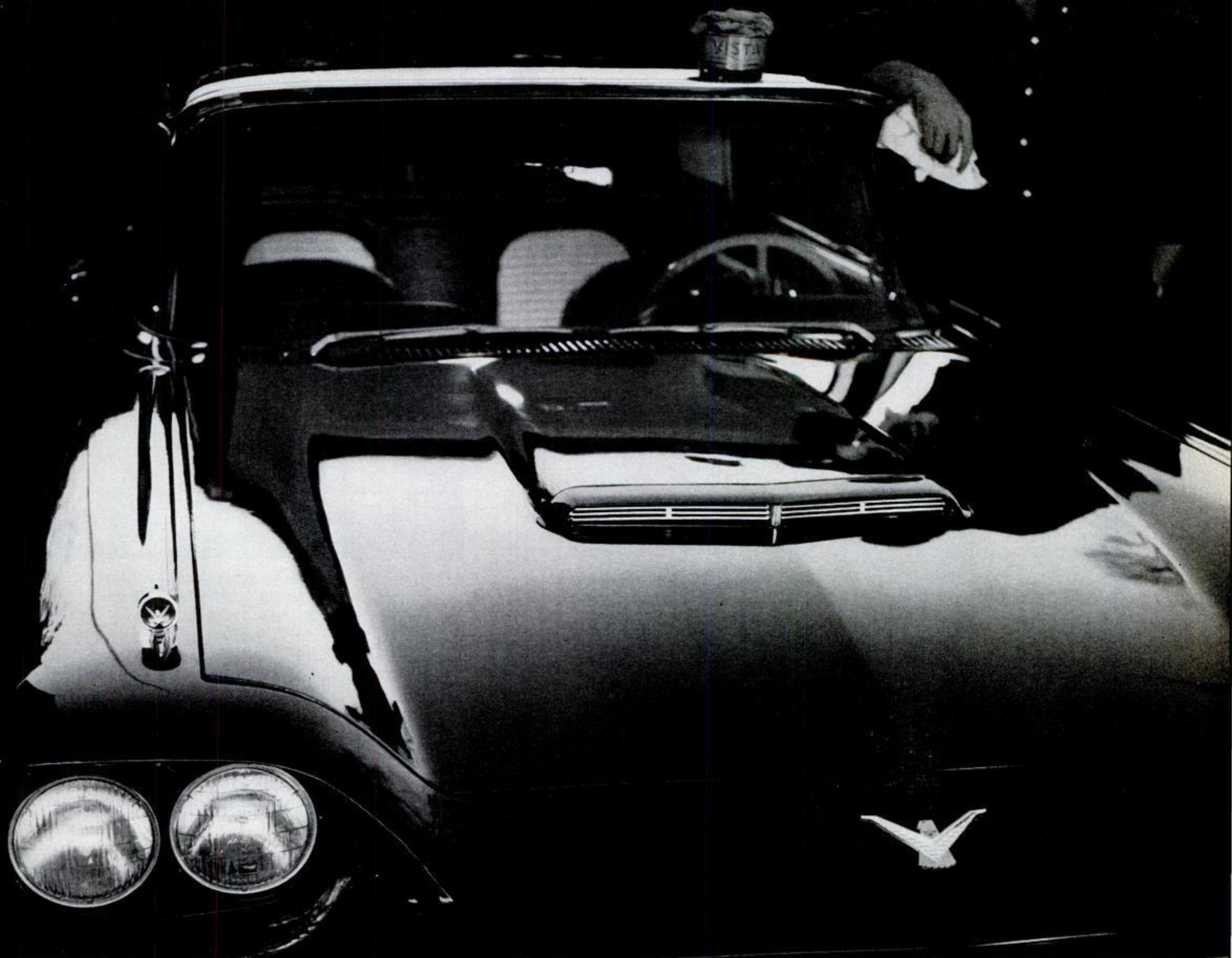
There are safeguards against this. Most experienced jumpers wear both stop watches and altimeters to keep track of both seconds and feet so that they can pull their cords in ample time. French jumpers have devised a buzzer, like a kitchen timer, that sounds inside their helmets at the right moment. But it is all too easy to forget to look at the instruments.

In Texas last March a 28-year-old jumper named Robert Clark was making a 20-second delay. His chute was barely bursting from the pack when he slammed directly into the ground flat on his

CONTINUED



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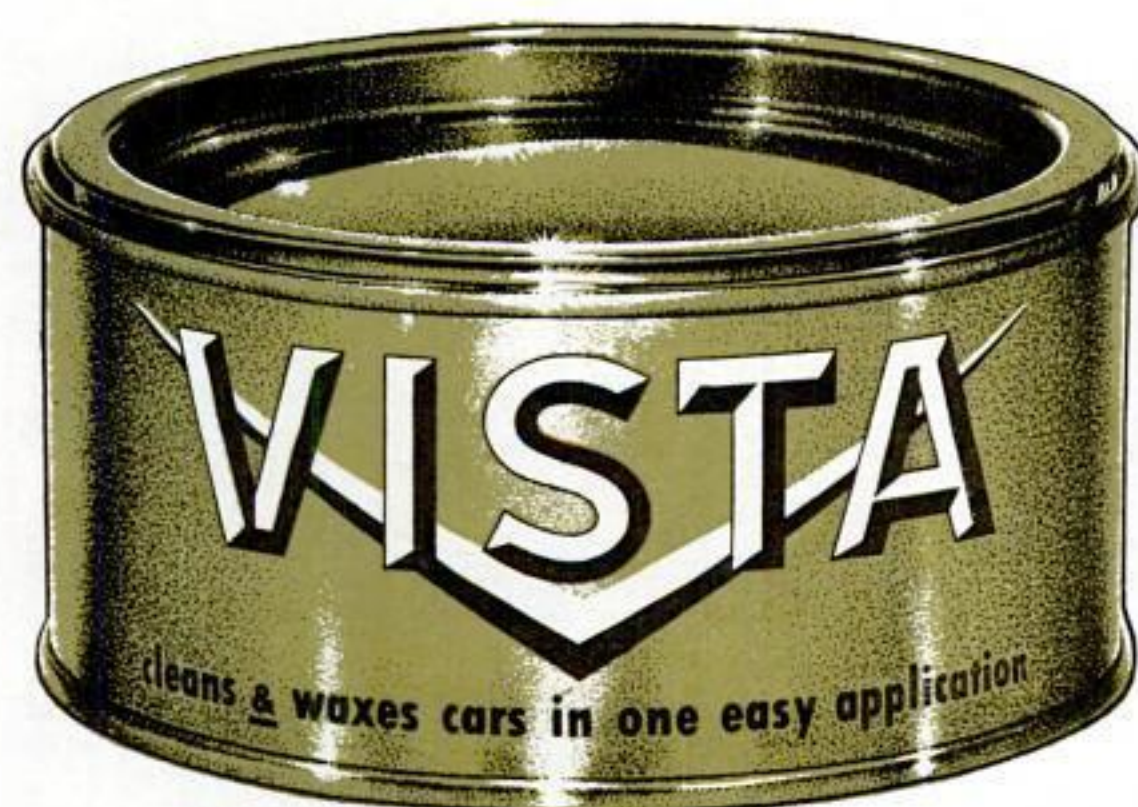
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## CHUTING FOR FUN CONTINUED

stomach. Though it is certain that even more time had passed and that the dead jumper's watch was either improperly set or tragically inaccurate, it was still smashed at 26 seconds—six seconds beyond the moment he was supposed to have pulled the rip cord. "It's a great fun kick, this falling," one jumper said recently. "But you're always losing altitude."

It is almost always jumper error or recklessness that causes accidents. One jumper, making only his second free fall, misjudged the proper time of departure from his plane, hesitated too long and drowned in a lake one mile beyond the target. Still another, a former Hungarian Freedom Fighter with a reputation for foolhardy delays, pulled the cord at 100 feet after a 6,000-foot drop. He was too late.

### Learning before they leap

**A**SIDE from not jumping at all, the best way to eliminate these dangers is by training and experience. Istel's group, like other parachuting clubs around the country, takes great pains to insure a jumper's readiness before allowing him to sample the heady magic of free fall. At Orange the novice gets a brief lecture on parachuting theory, and he is shown the proper way to exit from the plane and to steer his open canopy. Then he is put through a rigorous course on the right way to make a tumbling fall when he finally hits the ground. Only after this does the student go up for his first static line jump.

Beginners are accompanied by a jumpmaster, who sees to it that the static line is properly hooked up, gauges the wind and directs the pilot to the proper jump point. The jumpmaster studies the novice carefully as he leaves the plane. His written reports on the poorer exits, given later to the student, make enlightening reading. "Thrashed," "Tumbled," "Very weak exit, flopped on the wheel before clearing," "Eyes shut" and "Remained on the step too long" are some of the candid comments. They indicate not only the jumper's performance but something of the extraordinary tension most first leapers experience when it is really time to go.

Parachuting is mostly an individual performance, but at times it becomes positively congenial. There are five-man drops in international competition, and a particularly companionable form of

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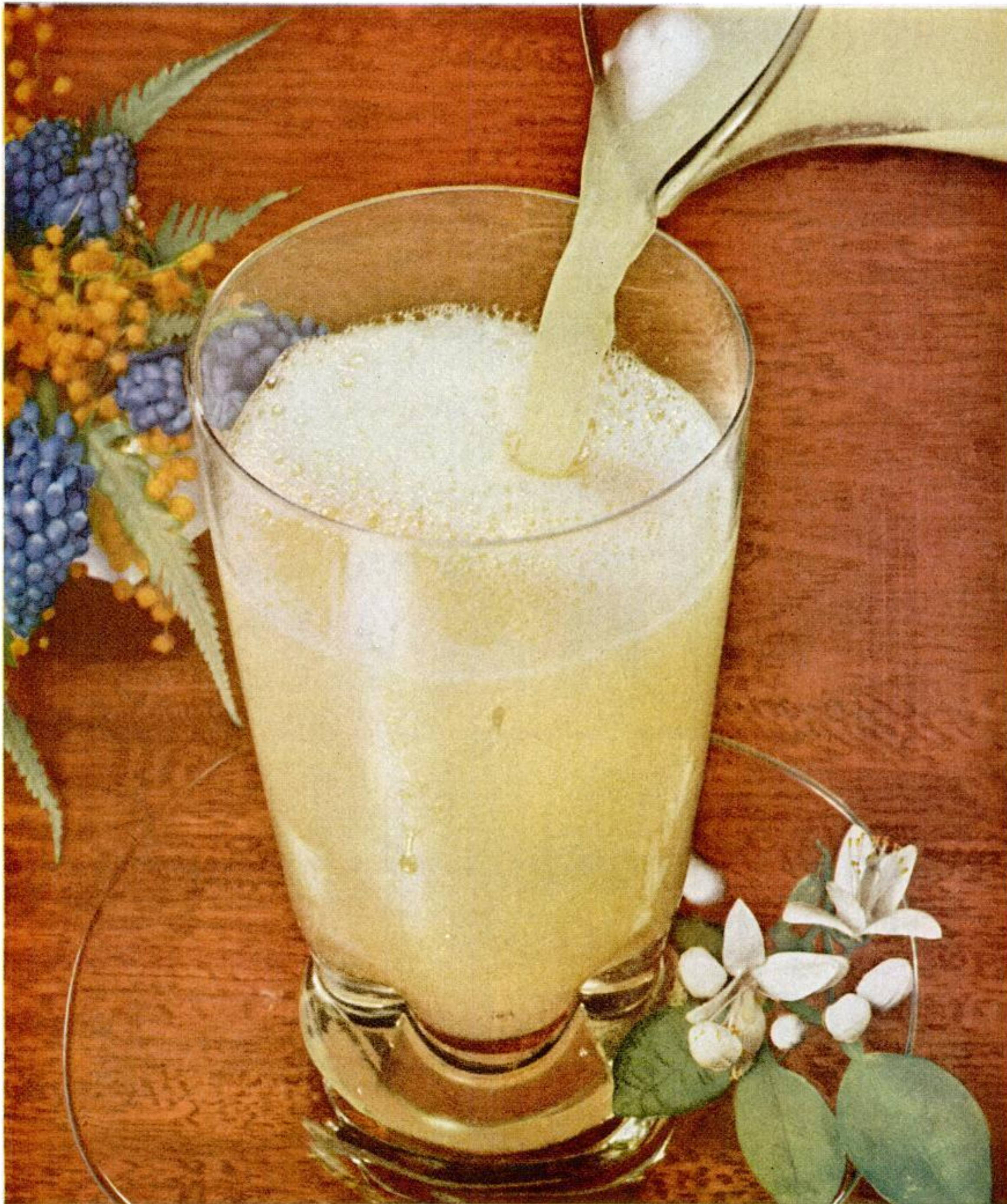
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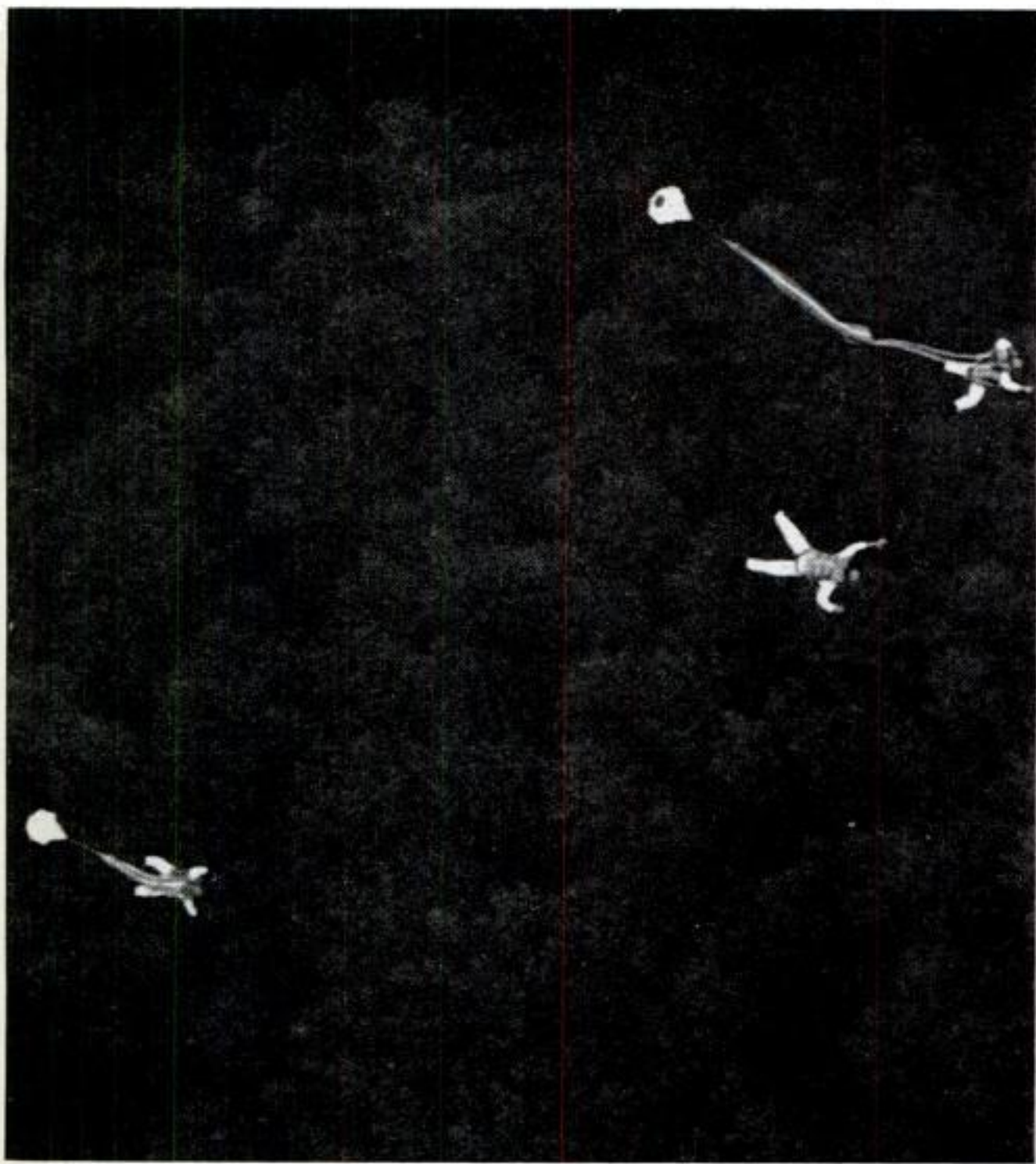
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**ENDING FREE FALL**, three veteran chutists begin to open their parachutes after dropping 2,800 feet. Picture was made from an accompanying plane.

## CHUTING FOR FUN CONTINUED

jumping takes place when two parachutists make their delayed falls together, swooping, rolling, diving in close to each other and then pulling apart again. This sight makes it clear that the human body, in the midst of its inevitable plunge to earth, is able to fly. Even without artificial wings, which most parachutists deplore as dangerous aberrations, the body is a primitive airfoil. Slight movements can affect its attitude, direction and even its rate of fall.

The single most astonishing act performed by two parachutists is the baton pass, which is rather like the engineer of one train trying to pass a flag to the engineer of another train as they go by in opposite directions at high speed. Last month at Orange it was attempted by Instructor Lew Sanborn and Bradford Straus, a 22-year-old Harvard graduate. The men were to leave the airplane at 7,000 feet. Straus, who was going first, would be carrying a foot-long wooden baton. Sanborn would follow about a second later. His job was to overtake Straus in the air and get the baton. A small group of watchers, some with binoculars, others shielding their eyes against the afternoon glare, looked on from the ground.

### A meeting in the sky

**S**TRAUS leaped, a tiny black figure against the washed-out blue of the sky. He fell spread-eagled, stomach to earth, the baton in his outstretched hand. Sanborn followed almost immediately. He kept his head down, arms in against his sides, streamlining his body as much as possible in an effort to overtake Straus in the sky. He began to catch up with Straus, who, after four seconds of free fall, was more than 50 feet ahead.

In 12 seconds, after both jumpers had reached top speed, it was possible to see that Sanborn had reached Straus's level. They were now about 5,000 feet above the ground and almost half their margin of time was gone. Horizontally, the two chutists were about 60 feet apart.

Suddenly, at what appeared to be great speed, they veered in toward one another. From the ground it seemed certain that they would collide. The two black figures merged and then broke apart again. One of the watchers who had been following the whole jump with binoculars, groaned. "They missed," he said. "Too fast." Twenty seconds had passed since the chutists had left the plane. Very little time was left.

Wide apart again, Sanborn and Straus renewed their approach, more cautiously this time. The tense crowd on the ground watched silently now. The men were only 3,000 feet up; they had five seconds left. With what seemed agonizing slowness they drew close

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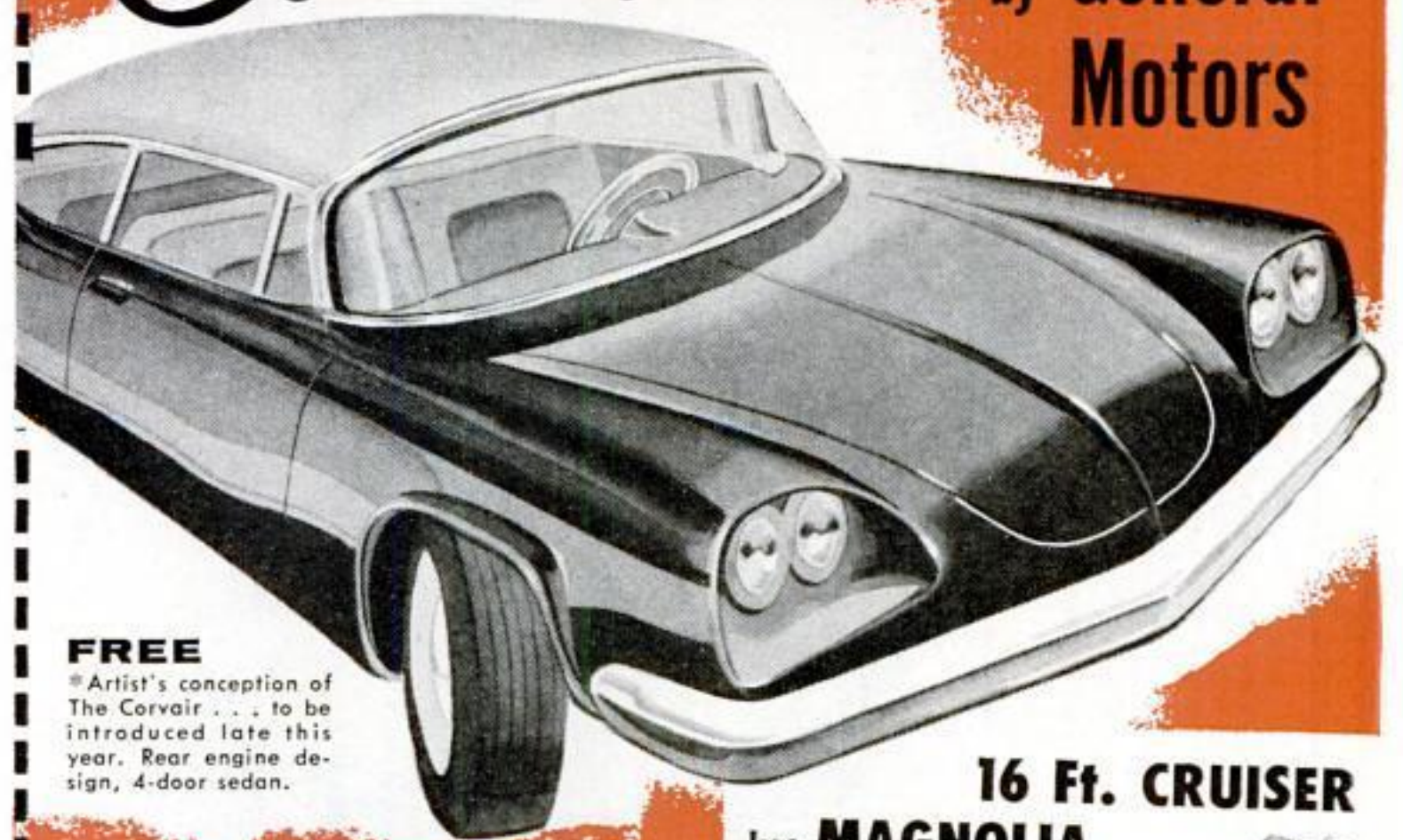
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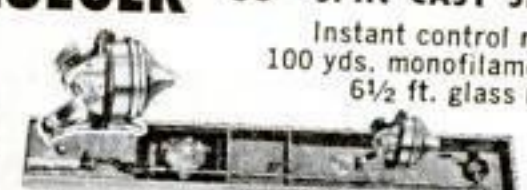
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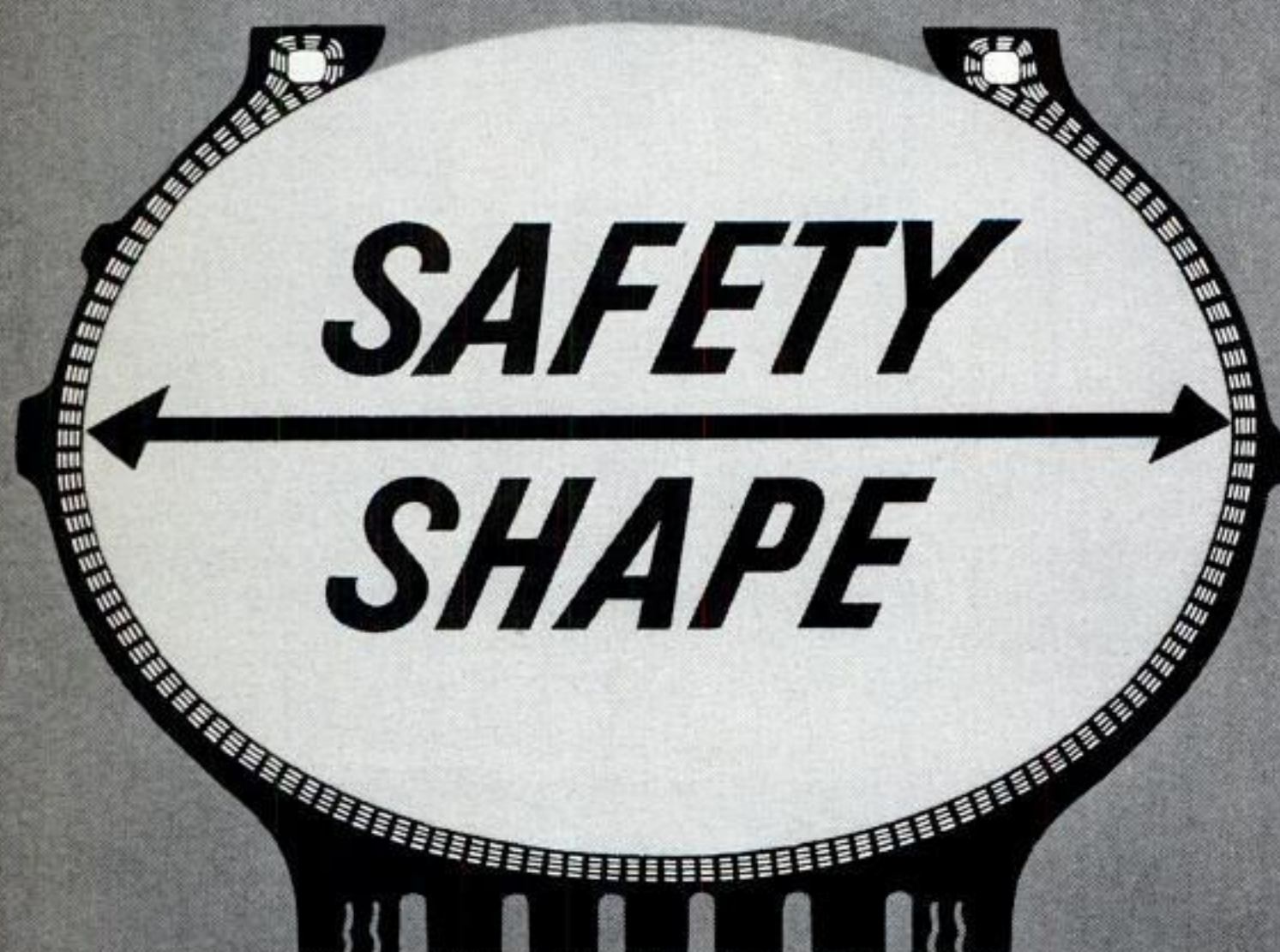




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### CHUTING FOR FUN CONTINUED

to each other. They were almost together, and then Sanborn veered and passed over Straus's body. It was possible to see that they had made contact: both bodies seemed to tumble for an instant. And as the man with binoculars cheered, "He got it!" the two jumpers drifted apart, and from their packs the two parachutes, one red, the other red, white and blue, bloomed simultaneously in the bright afternoon sky. Sanborn landed standing up, collapsed his chute and waved happily to his partner with the baton he had seized in mid-air.

Such work can be particularly hazardous. Men working together can get even more preoccupied than on an individual jump. There are two people cluttering up a relatively small patch of sky, and quite often baton passers bump each other hard.

Working with another jumper not long ago, Nate Pond, correctly reading the altimeter and stop watch placed on top of his chest reserve chute, opened at the proper place. The other man delayed a bit longer. As he pulled and his chute began to trail out above him, he plunged directly through Pond's canopy near the outer edge and dragged his still unopened chute right through the three-foot hole he had made. His canopy opened directly underneath the startled Pond. No one was hurt, though Pond thoughtfully broke open his reserve chute to compensate for the extra gap in his main canopy.

**T**HE question remains: why do people jump? Why, in a culture whose proudest ornament is the moderate with his feet planted firmly on the ground, does anybody feel obliged to strap on a parachute and take his chances with half a mile or more of literal space? Why bother?

There are many first jumpers who go because it seems the most dangerous thing they could possibly do with any reasonable degree of safety. They go because the thought of it scares them to death but also because they know the chances of survival are really very good. In jumping they are proving at a minimal cost that they can face fear. But this does not mean that the strain on these jumpers is minimal. As they ride up to bail-out altitude beside the yawning open door their gaze becomes fixed, their faces sweat, they only nod numbly in response to the cheerful chatter of the jumpmaster. Like Hemingway's Macomber stalking the lion, their greatest worry is not fear of death but that fear itself will betray them. "These people do not usually intend to become parachutists," Istel says. "And neither do the others who come up to have something entertaining to talk about at cocktail parties." Representatives of both groups, the fearful self-provers and the frivolous prestige-seekers, rarely return for a second jump.

#### The thrill-seekers

**T**HEN there are those who simply jump for the thrill. One of these was a black-jacketed, 35-year-old motorcyclist from Connecticut who appeared at Orange one morning and demanded to jump immediately. Told that he would have to go through the regular indoctrination course first, he agreed only under protest. When he left the airplane later that day, he flung himself out like a man leaving a burning building, did a full somersault before opening, made no effort to steer his chute on the way down and landed a quarter of a mile from the target. "Aw," he said to Istel as the latter was highlighting some of the more grotesque features of his jump, "I don't care about all that. I just wanted to see what it's like. It's like a carnival."

But the great majority of first jumpers seem to be those who for some reason genuinely want the experience: the leap, the fall, the opening, the gentle, lonely ride back to earth under the full canopy of the extended parachute.

These people, though almost invariably nervous, listen carefully to Istel and the other instructors and take their jump rides with a look of calm anticipation on their faces. These are the jumpers most likely to go on with the sport. Jim Conklin, a 22-year-old who was a Yale diver before graduating this spring, came to Orange for a week to learn to parachute. He jumped twice daily and was soon making good 10-second delays. He is now ready for Istel's Course 301, Intermediate Free Fall. A 28-year-old Boston department store executive flies his own plane to Orange regularly, has progressed to free fall and has finally decided to buy a red and yellow chute instead of a red and green one. Youngsters over 16 in Orange work regularly at the center and take their wages in jumps instead of cash.

A most articulate initiate to parachuting is Dustin Smith, a blond, bright 19-year-old who works at the center. He jumps every time Istel or the other instructors will let him, and he is now working on sky-diving turns.



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## CHUTING FOR FUN CONTINUED

"In this country there's nothing to do," says Smith, who once spent some time living in Greenwich Village and trying with indifferent success to be a beatnik. "You can wear your coat collar up or put on sunglasses at night, but it's really hard to express yourself. I'd tried hitchhiking and for a while I wanted to go to Europe to learn bullfighting. Then I heard about this, and it sounded like something.

"The first time you go on a free fall is the weirdest. It's like a first date. You have no idea what's going to happen. You are terrified on the step. Then you look down, like God. And the ultimate is going away from the plane. In this you're free and you're purely responsible for yourself. The first time I packed my own chute, I was afraid to close it up but I finally did. There's a real moment of truth when you reach for the cord. You come down absolutely elated. You've done something that in one way is ridiculous—and in another way makes great sense."

### A taunt and a challenge

**R**IDICULOUS or sensible, parachuting will doubtless remain, with its component ingredients of excitement and danger, a taunt to the adventurous, a challenge to the challengeable.

Jacques Istel himself best expresses the absorption, even the addiction, a real parachutist feels for his sport. Early one summer evening recently Istel, who had just completed his second jump of the day, was stretched out on the sandy ground near the huge target circle waiting for the last planeload of the fading day to drop its human cargo. The evening was still; there was no wind and the sun had just dropped behind the hills to the west of the airport. It still shone orange on the wings of the plane passing slowly overhead.

Lying flat in the sand with his hands behind his head, Istel stared up at the plane. Suddenly a black dot appeared beneath it, seemed almost to hang suspended for a moment before the long thin line of the unfilled chute trailed out behind it. The chute opened, a sudden red and white, and the tiny figure, its fall interrupted, swung almost gaily in the harness. In a few seconds the sound of the chute's opening report, like a sheet snapping once on a distant clothesline, reached the earth. "It looked like a good exit," Istel said. "He held his position well. He might even make a parachutist." He stopped talking and looked up at the sky. "Oh, it's a perfect day," he said. Then he added, "Of course, any day you've had a couple of jumps is a perfect day."



**BACK TO EARTH**, novice parachutist James Fowler, an ex-Marine, comes down on the inhospitable surface of airport runway, tumbles to a safe landing.



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1959 General Electric Ranges with new automatic unit  
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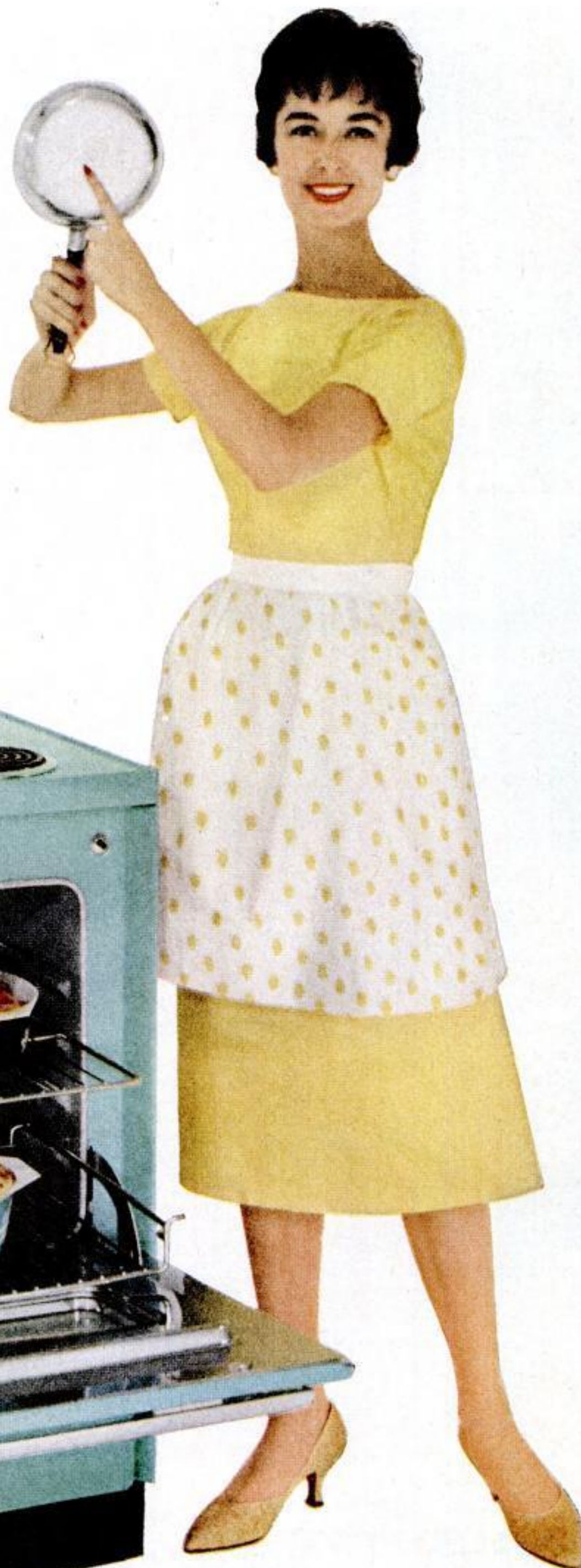
**It's automatic!** Dial the temperature you want—you need not go back to turn it up or down. It's maintained automatically.

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**It's dependable!** General Electric quality—and prompt, courteous service by General Electric-trained service men—assures lasting satisfaction!

(\*National average for eight hours of cooking.)



Model J-308. About \$3.00 per week, after small down payment. 36 months to pay.



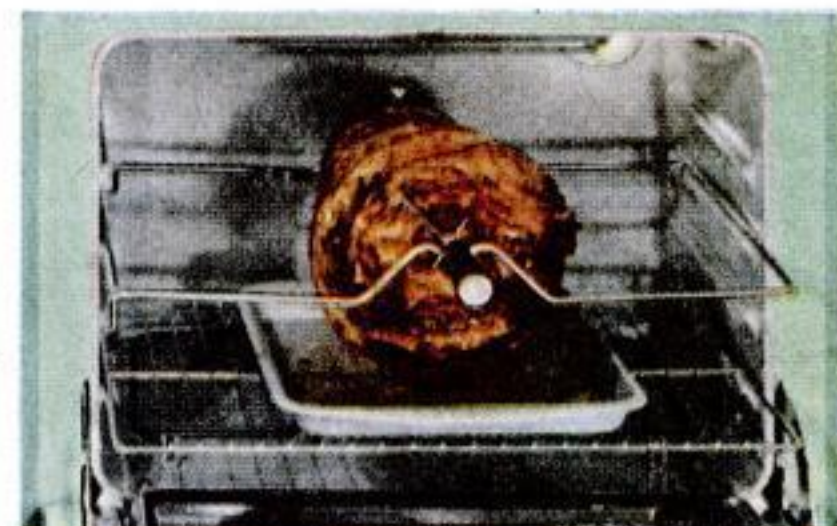
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Can you cook meals while you're out—or if you have an oven timer, is it too complicated? New General Electric Oven Timer is easy to set as a clock!



Can you cook enough franks for a crowd at the same time? Big General Electric griddle maintains any temperature you set—yet needs no wires or plugs! Wash it at the sink.



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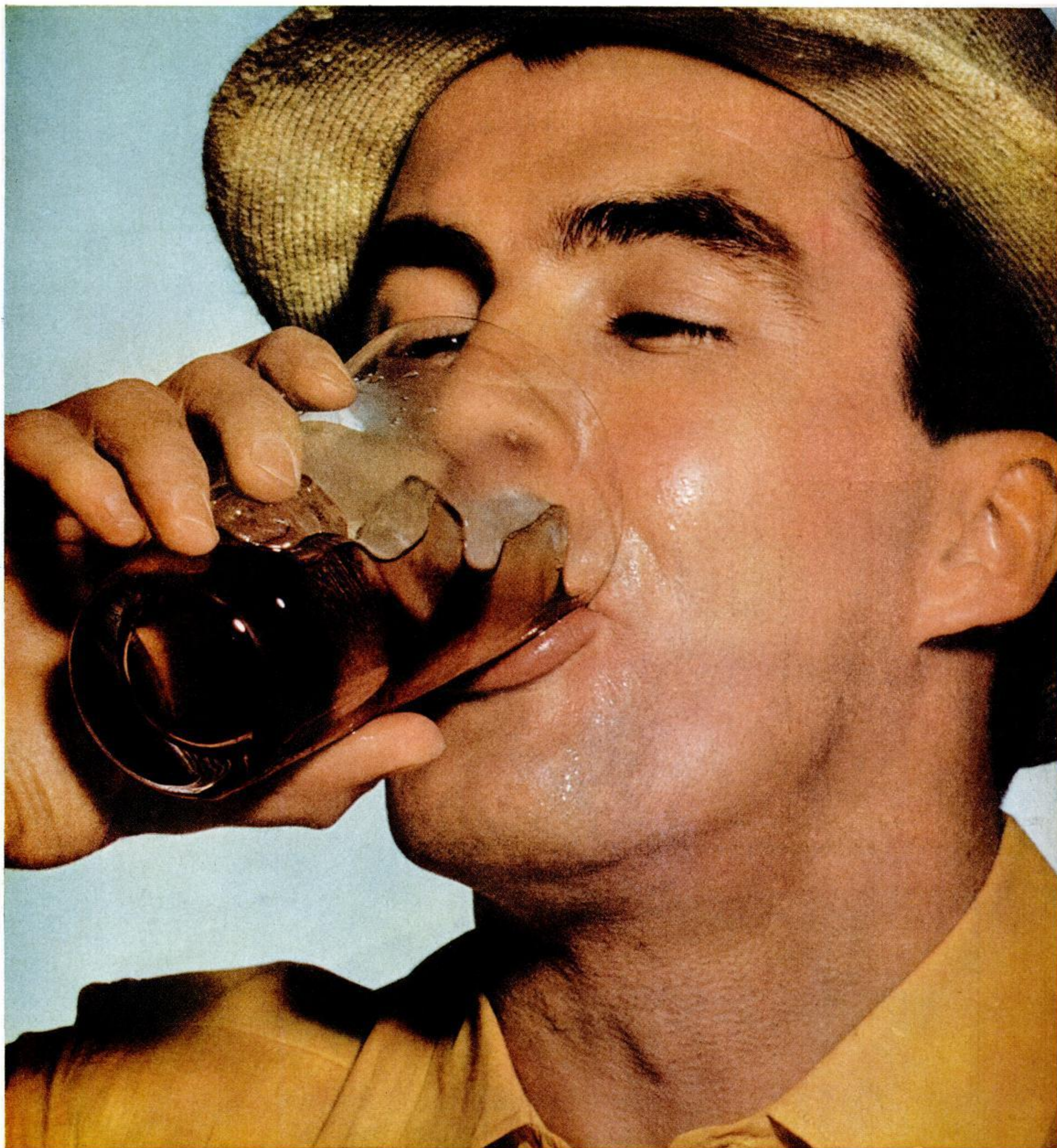
**\$149<sup>00</sup>\***

\*Factory recommended price for Model J-299 (not shown)

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*New Aroma-Roast Sanka . . . All the best of the coffee bean—aroma, flavor, but not caffeine!*



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**ROOMFUL OF REVELERS** laugh as Paul Langford (center) quaffs late Roman Chianti from flagon.

**LADY FOR BURNING.** Cynthia Colt (below), screams as she is borne to mock martyrdom at stake.

# Roman Rollicking in Texas

Bob and Joanne King of Houston, Texas were planning a party. "It might be fun," said Bob idly, "to clear the room and let people lounge around eating and drinking on the floor." When the big night came, Joanne had turned Bob's idea into the busy Roman scene above.

In place of the Louis XV furniture in their 30x50-foot ballroom she had laid down 40 mattresses. For "Nubian slaves" she had hired the children of neighbors' servants. For guests she got 80 young Houston socialites to turn out in flowing classical garments. There were 15 Caesars and—in an odd switch on Roman values—only one Cleopatra. Slave or patrician, they all tried drinking Chianti from narrow-spouted wine flagons, helped stage the burning of a "Christian" girl at the stake and ended up splashing about (*next page*) in a classic fountain on the terrace. "No one drank much," says Joanne proudly, "but we all laughed so hard at our antics in those antique costumes that the last guest didn't leave until 6:30."



CONTINUED





**RIVAL IMBIBERS** Tom Peckenpaugh (*left*) and Ed Black vie to see who spills least from flagons.



**HOSTESS JOANNE** passes out lots to see who will burn at stake. She called game Roman roulette.



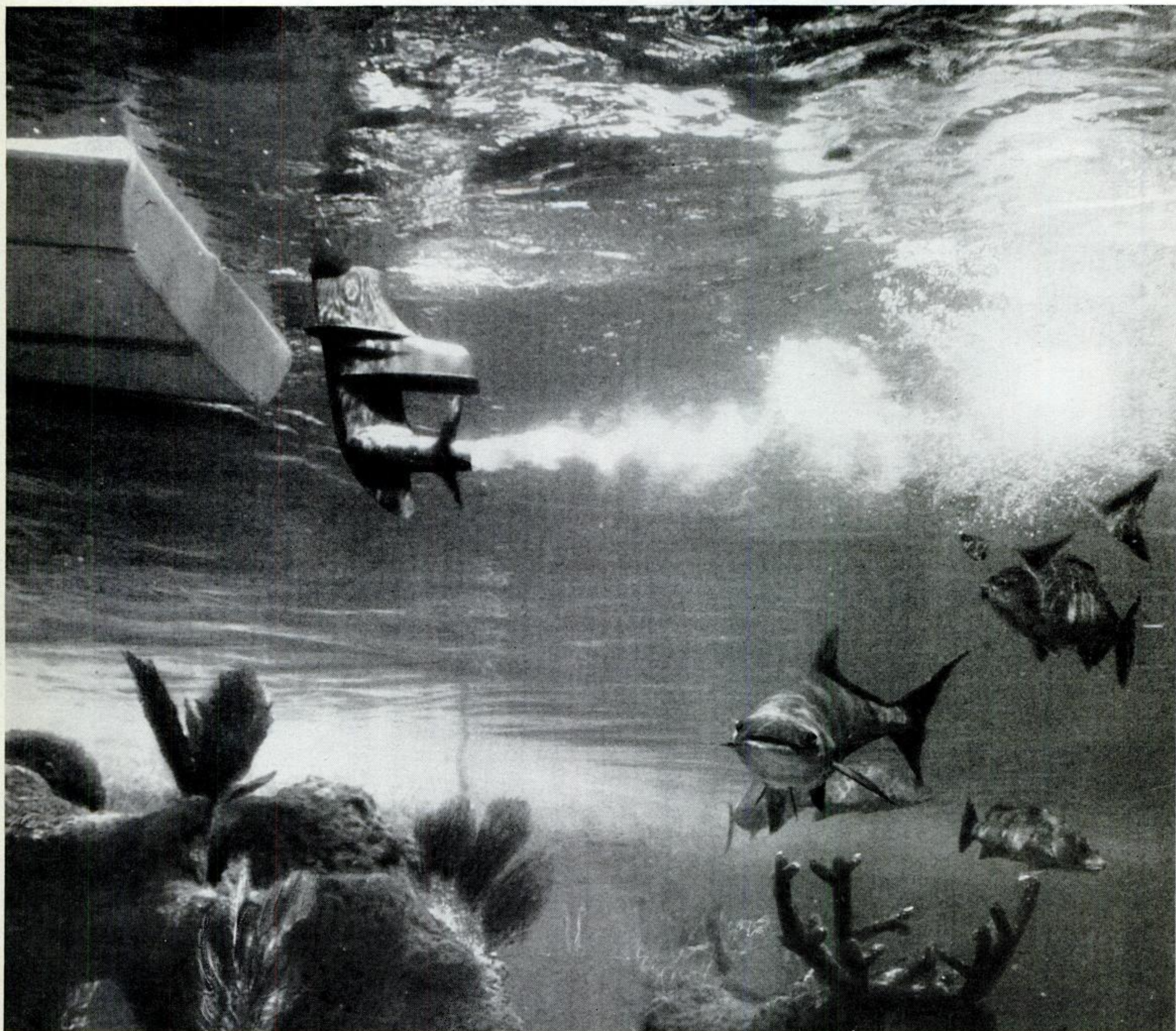
**SIREN AND SAGE** are Suzanne Nelms and Dr. Horace Robbins, who came as an ancient surgeon.



**CLASSIC CLOSE** for the party comes when departing guests Nancy Robbins and Jake Williams

pause by fountain while she dabbles her feet. Statue in the fountain is copy of a Venus in the Louvre.





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**CHAMPION**





## TRYING FOR SPILT MILK

When it is feeding time at the zoo in Chessington, England, there is little wasted motion and even less wasted food. In the monkey house two roommates have developed a way of taking their milk neat, without losing a drop. Chimpanzees Wendy and Toots get their milk fast and straight out of a pitcher held

by one of the attendants. Wendy, older and bigger, always leaps to the lip of the pitcher first. So Toots has learned to station himself below his greedy roommate and catch the steady overflow. Only when Wendy has had her fill does Toots get a chance to become top chimp and get his milk delivered direct.





## Daniel Webster visits his friend James Crow

Senator Webster, he of the golden tongue and the good life, thought Old Crow such a work of art, he visited Dr. Crow at the distillery. The great orator ringingly pronounced Crow's whiskey "the finest in the world"—according to historical archives.



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